

WEEKLY
LITERARY ROOM
GENERAL LIBRARY
JAN 18 1932

THE Publishers' Weekly

The American Book Trade Journal

62 West 45th Street, New York

VOL. CXXI

NEW YORK, JANUARY 16, 1932

No. 3

PHILIP GIBBS' new book is the best-rounded novel the author of *The Age of Reason* has ever written. It's going to sell fast and in quantity because (1) It has popular fiction appeal, (2) It's a big, significant novel which again proves its author one of our great social critics, (3) It sums up in the person of Philip Gibbs' most fascinating heroine the golden years of England, (4) It may be recommended to all who've read *San Michele*, *Daisy, Princess of Pless*, *Discretions*, by the Countess of Warwick . . . those interested in Palmerston, Gladstone, Disraeli . . . every modern enthusiast for the drama of the Edwardians.

THE GOLDEN YEARS

Coming February 18 . . . \$2.50

DOUBLEDAY, DORAN

FREDERICK A. STOKES COMPANY AND THE YALE UNIVERSITY PRESS HAVE PLEASURE IN ANNOUNCING THAT THEY HAVE FORMED AN ASSOCIATION AS A RESULT OF WHICH, COMMENCING JANUARY 15th, THE STOKES COMPANY WILL ACT AS TRADE REPRESENTATIVE FOR YALE UNIVERSITY PRESS PUBLICATIONS.

IT IS ALSO PLANNED TO PUBLISH OCCASIONAL WORKS OF IMPORTANCE UNDER THE JOINT IMPRINT OF THE TWO ORGANIZATIONS



YALE UNIVERSITY PRESS
NEW HAVEN CONNECTICUT



FREDERICK A. STOKES COMPANY
NEW YORK

FEBRUARY 5TH

*the ball will be snapped on
a swell yarn . . .*

RACKETY RAX

By JOEL SAYRE

PUBLICATION date is February 5th and you will certainly "desoive the woiks", as Knucks McGloin would say, if you have not stocked Rackety Rax by then. We might sit back at our desks and tell you that we think this rip-roaring yarn is one of the funniest that we have read in years, that it is so full of news that it defied any ordinary means of distribution by demanding to be published at once, but what we are doing is this. We are offering a free sample of a substantial part of the story to any bookseller who will write for it.

READ "RACKETY RAX" AND NO OTHER SALES TALK WILL BE NECESSARY . . .

This is the story of how Knucks McGloin, a big time racketeer, muscled in on the gate receipts of Intercollegiate Football by founding Carnarsie University and sweeping the country with a team of wrestlers and pugs, and a student cheering section of mobsmen in coonskins and chorines wearing "the puce and green." You will just have time to read this grand yarn and get your order in before publication. Write today.

ALFRED • A • KNOPF • 730 FIFTH AVE • N • Y •



From the jacket design in three colors by Alan Dunn, who has also enlivened the pages of Rackety Rax with fifteen grand full-page drawings. 5½ x 8¼ inches.

PRICE \$1.50

And get a load of these quotes
from the book:

"The Councillor tells me that opening a university ain't much different to opening a speakeasy. All you do is send a couple bucks to Albany and the guy sends your incorporation papers back just like it was a gin mill."

Baliban, Hazos, and Tossilitis were about to put headlocks on one another in a dispute over who should get credit for the tackle which had just dislocated both of the Detroit quarterback's hips.



"Watch this Writer's Next Novel!"



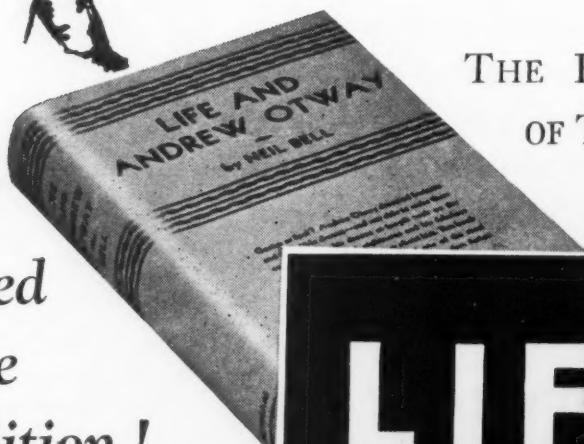
*A full-blooded
novel in the
Great Tradition!*

LIFE AND ANDREW OTWAY is by the brilliant young Englishman who excited his stolid countrymen last year with "Precious Porcelain," a weird novel which fared only moderately well in America, but was a ring-tailed wonder in England. Neil Bell has now written a hearty novel of generous proportions (427 pages, to be exact—and not one of them dull) in the finest tradition of English literature. He tells the strange adventures of Andrew Otway, one of the most eccentric and lovable characters in recent fiction, a man whose whimsical genius carried him to the very pinnacle of material success. It is a splendid story, splendidly told—for Neil Bell can write!

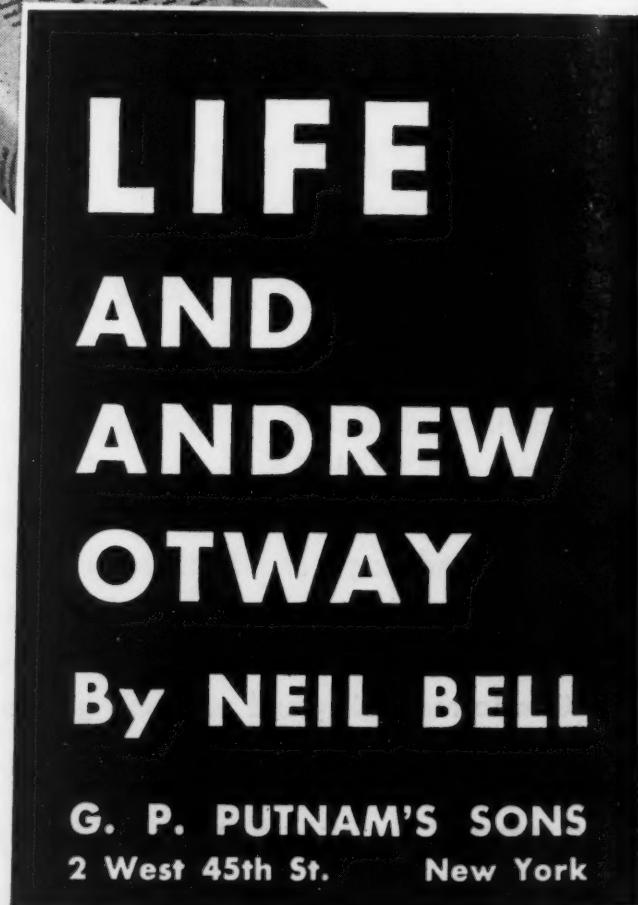
February 3

\$2.50

advised the critics—and here it is. Dr. Richard Burton says of Neil Bell's remarkable new novel: "When I first read this manuscript I thought it a fine book. When I re-read it, I was sure it was a GREAT BOOK."



THE FEBRUARY CHOICE
OF THE BOOK LEAGUE
OF AMERICA



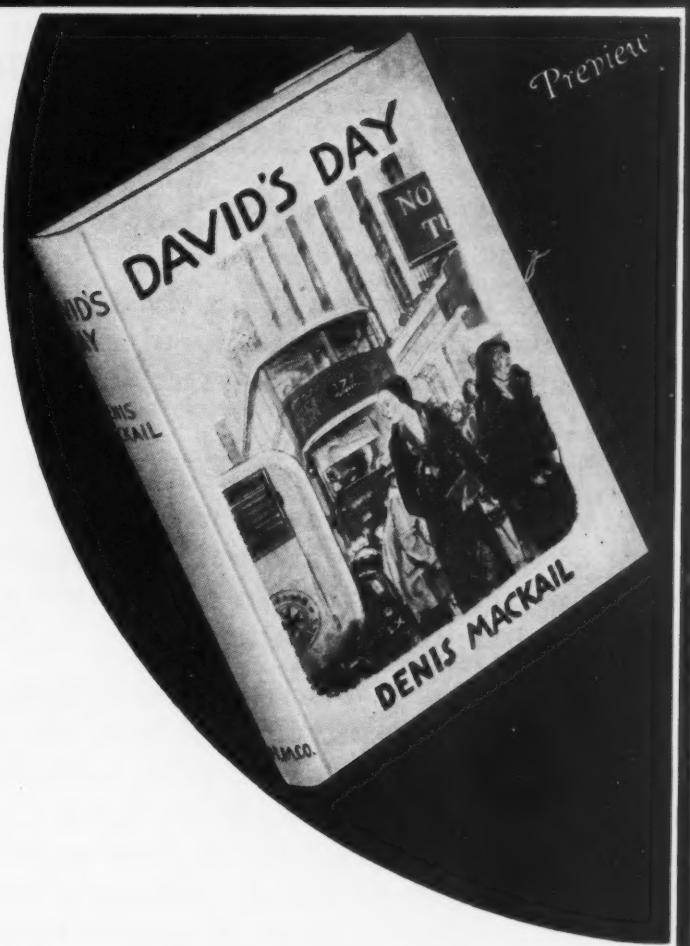
DAVID'S DAY

by

Denis Mackail

A commuter misses his train and this trivial act—one thing leading to another—changes the lives of a whole group of unrelated Londoners. We think "David's Day" is even better than the "Square Circle" which sold 60,000 copies last year. And it is gay throughout, a sparkling tonic for a dull year.

\$2.50



HOUGHTON MIFFLIN COMPANY PRESENTS TWO OUTSTANDING BOOKS, ONE TO COME, ONE ALREADY PUBLISHED.

WYATT EARP: FRONTIER MARSHAL

by

Stuart N. Lake

Hailed alike by high-brow reviewers and old-time plainsmen as the greatest of all frontier biographies. A steady and increasing sale. You can do a lot of profitable work on this title.

\$3.50



Reasons why your customers, no matter how diverse their tastes, will want to read
The Story of My Life, by Clarence Darrow

Because it is a uniquely American narrative, with all the elements that have made so popular other stories of men who rose, almost singlehanded, from relatively humble beginnings to international fame.

Because it is of great historical importance. Many of the events in which Clarence Darrow played a leading part are among the most striking pages of American history during the last half century. They are here described in detail with a clarity and brilliance that is characteristic of the author.

Because it describes and analyzes at first hand criminal trials that shook the country. Such chapters as "The Skeleton in the Forest" and the story of George Bissett are as thrilling as any mystery novel, while the accounts of the Loeb-Leopold tragedy, the McNamara dynamiting case, and other famous trials are packed with interest. And the analysis of the motives and the human background of these crimes is even more absorbing than their description.

Because it is the ultimate defense of the underdog in society. There is no more courageous chapter in present-day literature than that in which Clarence Darrow explains "How I Fell" and decided to espouse the cause of the hunted and harassed against whom public opinion had raised its hand.

Because it is the calm, considered statement of a philosophy of life that has, so far as it has previously been revealed, aroused the interest of thousands. Here it is given in full—a philosophy with which many may disagree, but which makes engrossing reading.

Because it is an intensely "human" book, teeming with witty and penetrating observations on men, morals, religion, education, society, and vital questions of the day. It is a book for every reader who likes a good story, honestly and graphically told.

The Story of My Life
by **CLARENCE DARROW**

Illustrated

Coming February 5th

\$3.50

CHARLES SCRIBNER'S SONS, NEW YORK

**from THE INNER SANCTUM of
SIMON and SCHUSTER
Publishers • 386 Fourth Avenue • New York**

 We are publishing this month a book whose author we know very little about. The title of the book is *Straight and Crooked Thinking*. The author is a MR. ROBERT H. THOULESS. He is on the faculty of the University of Glasgow and if the Scotch in general are as clear-headed as R.H.T. they will in the end settle all the woes on this earth.

 See for yourself how Mr. THOULESS analyzes the crookedness of logic in the use of emotional words:

"As an example, we may take a part of an attack made by a newspaper on a novel. This runs: 'Its *vicious plea* for the acknowledgment and *condonation* of *sexual perversity*, and the grounds on which it is based, loosen the very *sheet-anchor of conduct*.' This passage calls out such strong emotions of abhorrence that most readers will be content to condemn the novel without further inquiry. Yet the effect is gained entirely by the choice of words with emotional meanings. It happens to deal with a subject on which emotions are strong, so a dispassionate examination is all the more necessary. We note that a *plea* is simply an argument, plus a suggestion of repugnance for the kind of argument used; that *condonation* is tolerance plus an emotional suggestion that such toleration is indefensible; that *sexual* means something in the life of love of which we disapprove, and that a *perversity* is an unusualness plus an emotional suggestion of abhorrence. The loosening of a *sheet-anchor* is a metaphor implying change and suggesting to a landsman the emotion of fear, while *conduct* is simply behavior of which we approve.

"So reduced to its bare bones of statement of objective fact (ignoring for a moment the special difficulties raised by the word *vicious*) the passage becomes: 'Its argument for the acknowledgment and tolerance of unusualness in the life of love, and the grounds on which it is based, change the principles of behavior.' This clearly is an important statement if it is true, but is not enough in itself to condemn the book, because undoubtedly our principles of behavior do need changing from time to time."

 This passage is from page 24 of *Straight and Crooked Thinking*. The book contains 261 pages which, to Your Correspondent at least, are wholly absorbing.

 Do you know that we published *Mental Whoopee* almost a year ago? It is just now beginning to catch on in a big way. The man more responsible for its success than anyone else is MR. CHRISTOPHER GRAUER of Otto Ulbrich in Buffalo. All summer and autumn Mr. GRAUER has introduced his patrons to *Mental Whoopee*, and from Buffalo the news has gone south, west,

north and east that *Mental Whoopee* is fun. We have now sold 7,000 copies of *Mental Whoopee*, 2,000 of them in the last thirty days . . . all of which makes old JEROME MEYER the biggest gloom-chaser in the city of New York.

 As soon as the present edition runs out (which ought to be any minute now) we shall bring out *Mental Whoopee* at \$1.00 instead of \$1.50. The box will be different, there will be fewer sheets per pad, the package will be better merchandise.

 We'd like to let you in on some advertising notes. Here they are in the rough.

Jonathan Drew by CHRISTOPHER WARD

Headline Ideas:

"To One Who Has Been Long in City Pent."
"A Plague Upon Literary Fashions—here's an open air story with a hero."

"To a desk-bound dreamer who is weary of narrow streets, tall buildings, telephone calls and business conferences."

Copy:

"To the modern American who is hemmed in by steel and masonry and yearns to escape from automobile fumes, radios and telephone calls, the robust open-air tradition of Smollett, Defoe and Mark Twain is beyond price. A new name has just been added to this noble company—that of CHRISTOPHER WARD, author of a picaresque romance in the grand tradition, characteristically entitled *The Strange Adventures of Jonathan Drew, a Rolling Stone*.

Here is the title page of the book which itself gives the tang of the book:

The STRANGE ADVENTURES

of

JONATHAN DREW

A ROLLING STONE

During His Travels Through

Massachusetts, Connecticut, Rhode Island, New York, Pennsylvania, Virginia, Ohio, Indiana, Illinois, Missouri & Kentucky

IN THE YEARS 1821-24

Together with Some Account of the PEOPLE he Met, the THINGS they Did and Said, the SONGS they Sang and the ROADS they Travelled

*As taken down by CHRISTOPHER WARD, ESQ.
of WILMINGTON, Delaware*

One has but to read the first page of the first chapter to catch the exuberant humor, the unfailing freshness, the hard-riding excitement and the engaging rascality of the story."

 But there's no room left to quote that beginning of the first page. You can read it in the ads that will run for the book. Or the whole book itself by sending for an advance copy to

—ESSANDESS

10,000,000 Copies Wanted

HERE have been more than 6,000 books about Lincoln, and still there are millions of literate Americans who know little more about him than this: that he was born in a log cabin, walked miles to borrow books to read at night, stretched out on the floor in front of the fireplace; that he split rails, became a lawyer, told funny stories, said that a man's legs should be long enough to reach the ground, was called "Honest Abe", debated with Judge Douglas, was elected President of the United States, wore a silk hat, freed the slaves, spoke at Gettysburg, declared that he wished he knew what brand of whisky Grant drank so he could send a barrel of it to his other generals, and was shot by Booth in a theatre in Washington.

HERE at last is a short, arresting, dynamic biography of Lincoln, compressed into one volume for the general reader. The author has used only one yardstick in selecting the material for inclusion in his story—Is it interesting? Footnotes, historical references, impedimenta of all kinds have been eliminated. The story moves toward its denouement with the speed of a tightly-drawn novel. The result



is a book which you can recommend to every person who comes into your store. Not one of a hundred has ever read a life of Lincoln.

DIXON RYAN FOX, professor of history in Columbia University, says: "A fascinating book, dramatic as a Sabatini novel, yet just in portraiture and wise in emphases; the most vivid volume I have read on Lincoln's whole life."

LOWELL THOMAS says: "The most amazing story in American history. It is a Lincoln book that could not perhaps have been written until today—and a book that no man can read without profit. I know of no short work on Lincoln which presents so much of him and presents it so unforgettable."

HOMER CROY says: "It's a wonder, I've always been a Lincoln bug and have read many volumes on him. This comes the nearest of making Abraham Lincoln a living, breathing human being of any book that I have ever read. This book takes Lincoln out of the sky, moves him into the house next door and makes a neighbor of him. He's as human as a pair of overalls flapping on the clothes-line."

LINCOLN THE UNKNOWN

By DALE CARNEGIE

Publication February 9 . . . Price \$2.50

THE CENTURY CO. • 353 Fourth Avenue • NEW YORK CITY

Fewer Books—Better Books—More Salable Books—More Advertising

Quantity:

Quality:

Salability:

(Book Club
sales omitted)

This is what we did in 1931:

In 1931 we published 57 new books for adults (new editions excluded) compared to 73 in 1930, 75 in 1929, and 77 in 1928.

Of these 57 titles 42 (73%) have been listed by the A.L.A.

5 of them have sold over 25,000

7 of them have sold from 10,000 to 25,000

7 of them have sold from 5,000 to 10,000

10 of them have sold from 3,000 to 5,000

8 of them have sold from 2,000 to 3,000

Of the remaining 20 (11 of which appeared in the A.L.A. Booklist):

- a. 1 was a book to publish regardless of sales
- b. 2 were speculations
- c. 2 were books written to order which failed to meet our expectations
- d. 5 were books on which we overestimated the market, or failed to reach it
- e. 6 were books whose fate demonstrates the difficulty of 100% list control
- f. 4 will sell moderately for years

(Titles supplied on request, except
classifications c and e)

Advertising: In 1931 we spent 30% more in the promotion of these 57 new books than was spent on the 73 books of 1930.

Our 1932 Spring List Is Built on the Same Policy

(For description turn to following pages)

LITTLE, BROWN & COMPANY

RECOMMENDATIONS OF THE CHENEY REPORT

69. The immediate revision of the list-making policies of publishers so that hereafter every list is economically balanced and composed of those titles only which have passed through stringent market analyses or, in a few exceptional cases, which have other legitimate reasons for publication. This should result in the reduction of the number of new trade titles issued by each house by 30 per cent of the present total by 1934, and 40 per cent by 1935.

AGAIN we present, under scrutiny, the most recent recommendations of the Cheney Report. We have endeavored to select the titles of known salability⁽¹⁾, ridiculous as some of them may be. Your judgment deserves publication, and we are sure that the 27 titles represent the best in the field. — The List.

January 2

(1) **Laughing Water.** By B. M. Bower. \$2.00
About a ranch romance gone awry. Excitement, explosion and a new deal.

(1) **The Sweepstake Murders.** By J. J. Connington. \$2.00
A sweepstake syndicate, a winning ticket, and a series of fatal "accidents."

(3) **Memoirs of a Diplomat.** By Constantin Dumba. \$4.00
Diplomatic life in St. Petersburg, Belgrade, London, Paris, Washington. The other side of the "Dumba sensation" of 1915.

(2) **Doing Europe—and Vice Versa.** By Don Herold. \$1.50
A cartoonist abroad. Much of it witty, some of it quite serious. With illustrations by the author to match.

(1) **The Man from Sing Sing.** By E. Phillips Oppenheim. \$2.00
The story of a "double-crosser" who "got his."

February 2

(1) **Take it Crooked.** By Francis Beeding. \$2.00
Battle royal for the control of the world's greatest radium deposits. Colonel Granby at his best.

(1) **Foch: The Man of Orleans.*** By Captain B. H. Liddell Hart. \$4.00
An appraisal of the outstanding military figure of the World War by one of the keenest of living military critics. Well supplied with maps.

(2) **The Art of Being a Woman.** By Dr. Olga Knopf. \$3.00
A distinguished woman psychologist presents to her sex valuable information in practical and palatable form.

Figures (1), (2), (3) classify individual titles to conform with the analysis of our list shown at the top of these pages.

*Indicates an Atlantic Monthly Press Book.

whose brevity demonstrates the careful elimination of weaklings, to which we add to it every title; a list strong in titles of ¹⁾, rich books of promise ⁽²⁾, with a few that in our opinion even for a moderate market ⁽³⁾; a list representing a reduction of 30% from our 1930 Spring

We began to follow Cheney recommendation 69 in planning our 1930 Fall List!

February 2 (continued)

(3) **The Golden Isles of Georgia.** * By Caroline Couper Lovell. \$3.00
The story of the "Sea-Islands." A slice of untold American history and a worthy addition to the literature on the Old South.

(1) **Summers Night.** * By Sylvia Thompson. \$2.50
A crisp romance of modern English society, of Charles, long on ancestors and short of purse, and Jasmin, lovely mixture of war-rich Jew and Cockney.

March 4

(2) **They Call it Patriotism.** By Bruno Brehm. \$2.50
A thrilling novel by a talented Austrian writer. The inside story of Balkan political plots and murders which culminated in the World War. Not a War book.

(2) **A Basis for Stability.** By Samuel Crowther and others. \$3.00
In which Myron C. Taylor, Henry Ford, Alfred P. Sloan, Jr., Richard F. Whitney, Otto H. Kahn and twenty other leaders in our basic industries write on the subjects with which each is most familiar.

(2) **My Jungle Book.** By Dr. Herbert S. Dickey. \$3.50
The discoverer of the source of the Orinoco River (1931) tells of thirty years of South American experience and expresses himself on the "exploring racket."

(2) **The Siege of Pleasure.** By Patrick Hamilton. \$2.00
The intensely human story of the transition of Jenny from the status of maid-of-all-work to that of street-walker.

(3) **An Abandoned Orchard.** * By Eleanor Risley. \$2.50
Human interest story of a woman's battle to make a living from five thousand neglected apple trees in an unfriendly country.

(1) **Kabluk of the Eskimo.** By Lowell Thomas. \$2.50
A true story of primitive life, of the fight for existence and of a fine inter-racial friendship in the Far North.

April 1

(3) **Sarah, Duchess of Marlborough.** By Kathleen Campbell. \$4.00
A sympathetic biography of a beautiful and brilliant woman, stormy petrel of the court of Queen Anne, wife of the hero of Blenheim.

(1) **Three Loves.** By A. J. Cronin. \$2.50
The powerful story of a Scottish woman whose three loves are her husband, her son and her God. Less grim and even wider in appeal than "Hatter's Castle."

(1) **Sinners Beware.** By E. Phillips Oppenheim. \$2.00
Robbery, murder and sudden death in the suave Oppenheim manner with his favorite Monte Carlo setting.

(2) **Murder by Jury.** By Ruth Burr Sanborn. \$2.00
Seven men and five women around a jury table. One of them will be killed. Which one? One of them will become a murderer. Who?

(3) **Silver Strike.*** By William Stoll and H. W. Whicker. \$2.50
Silver mining days in the old Northwest and the three-dollar jackass that discovered the quarter-billion dollar mother-lode.

(3) **People of the Plains.** By Pál Szabó. \$2.00
A Hungarian novel of the soil. A story of power, pathos and humor in an atmosphere that can be seen, felt, smelt.

May 6

(3) **The Sleepwalkers.** By Hermann Broch. \$3.00
An analytical novel of the development—or decadence—of the German bourgeoisie. For readers of Wassermann, Feuchtwanger, Proust.

(1) **Memoirs of Prince von Bülow. Vol. III. 1909-1919.** \$5.00
The most salable volume of the set. Covers the years of impending disaster, of war, and of Germany's collapse.

(2) **Death Rattle.** By Hanns Gobsch. \$2.00
A novel of five furious days in 1934 which turned smouldering Europe into a fiery furnace.

(2) **The Goldfish Bowl.** By Mary C. McCall, Jr. \$2.00
The story of a popular hero. This novel has everything that makes a book sell—humor, pathos, romance, punch.

(2) **Elopement into Exile.** By V. S. Pritchett. \$2.50
Romance with and without benefit of clergy, the clash of racial temperaments under the hot sun of Southern Spain.

**We stand firm for
Fewer Books—Better Books—More
Salable Books—More Advertising**

Boston LITTLE, BROWN & COMPANY Publishers

KONRAD BERCOVICI'S

Gypsy Stories are Famous the World Over. Here
is his first full-length novel of gypsy life.



AGAINST

THE SKY



A NOVEL

By KONRAD BERCOVICI

New York is an unusual setting for a gypsy tale, but it is here, encamped with her tribe for the winter, that Loli, lovely and untamed, meets the *gorgio*, Albert Van Roehn, a composer. The story of their mad, tragic passion is the framework of this novel. ■ No one knows gypsies as well as Bercovici, their folklore and philosophy, their gaiety and songs, and their age-old, terror-haunted superstitions. He reveals them in fascinating style to enrich an unforgettable story of a gypsy maiden and a love that passes her understanding.

Ready January 26th

\$2.50

COVICI-FRIEDE ▷ Publishers ▷ 386 Fourth Ave., N. Y.

January Publications from BOBBS-MERRILL

January 1932

GOOD TIMES*A Comedy Cure for Chronic or Acute Gloom*
By ETHEL HUESTON

A new comedy, light, sure, diverting, by the author of *Rowena Rides the Rumble*. A group of young Greenwich Villagers, all equally destitute, start out to follow Horace Greeley's advice. Gallant Darcy's little band of Crusaders is the gayest and pinkest group that ever started out to found a communistic state, and their rich adventures, loves, and irresistible humor make *Good Times* the perfect rental library novel!

\$2.00

THE MUD LARK

By ARTHUR STRINGER

The author of *The Prairie Wife*, with his great following of magazine readers, present a Triple-A novel of romance and adventure in *The Mud Lark*—the stirring story of a girl who sailed from England on a "wife ship" and who found love, danger and happiness in the wheatlands of Canada.

\$2.00

BOBBS-MERRILL

•

INDIANAPOLIS



**a blithe romantic novel to
chase away the blues**

WHITE PANTS WILLIE, by Elmer Davis, is gratefully dedicated to Scheherezade, who invented such good plots that she kept her Sultan from brooding over the depression—and saved her life. WHITE PANTS WILLIE too is a life-saver, a gloom-killer, a smile-bringer. It is a Florida Nights' Entertainment—the Florida of the winter of 1923-24, fabled land of promise, where romance and real estate boomed and crashed together. And you will whoop with joy over the White Pants which did more for Willie in that Golden Age than ever the lamp did for Aladdin!

**WHITE
PANTS
WILLIE**
By ELMER DAVIS

\$2.00 — Published Jan. 27th

BOBBS-MERRILL

•

INDIANAPOLIS

FEBRUARY 12th

(Lincoln's Birthday)

*has been chosen as the most fitting date
for the publication of*

Mrs. Abraham

A STUDY OF HER PERSONALITY AND HER WORK

A Book with a

BECAUSE any book connected with Lincoln has a wide market
and because this book in particular will appeal to both the
general public and the collector, *Mrs. Abraham Lincoln* is an
important publication.

To many people Mary Todd Lincoln is only a dim figure beside the Great Emancipator, but one might conclude from Dr. Evans's book that Abraham Lincoln became President due to her efforts almost as much as to his own. To one unfamiliar with the legends that have grown up around her, this book will be a revelation.



ALFRED • A • KNOOPF • PUBLISHERS

Of the first edition of MRS. ABRAHAM LINCOLN 195 numbered copies have been printed on all rag paper. Price, \$7.50. With 25 illustrations in half-tone. Cloth, $5\frac{3}{4} \times 8\frac{3}{4}$ inches, 364 pages. Trade edition, \$3.50

Abraham Lincoln

THE INFLUENCE ON LINCOLN

B.W.A. Evans, M.S., M.D.

with Real Sales Possibilities



Mary Todd Lincoln

IN 1839, three years before her marriage to Abraham Lincoln, Mary Todd not infrequently stated that he would undoubtedly one day be President. At the end of Lincoln's first term as President, Mrs. Lincoln owed some seventy odd thousands of dollars to tradesmen. She fought a losing battle against suspicion and snobbery at the capital. She was often suspected and several times accused of being a Confederate spy during the Civil War. She was later committed to an asylum for the insane at the instigation of her son, Robert. For the first time this entire story has been told, and no statement is made without giving the chapter and verse of its source. Here also are the reports of the amazing arguments in the United States Senate over the proposed pension for Mrs. Lincoln.

Dr. Evans, a well-known Chicago physician, wrote this book as a consequence of his interest in learning just what influence Mary Todd Lincoln's behavior and her quality of mind had on Abraham Lincoln himself. The result is a book that you can sell, knowing that it is not only unique in its field, a serious contribution to Lincolniana, but thoroughly interesting from cover to cover.

THE 30 FIFTH AVENUE • NEW YORK CITY

HIGHLIGHTS FOR FEBRUARY

Branch Cabell

Feb. 4th

THESE RESTLESS HEADS

The ironic wisdom of a Southern gentleman embellished by all the experience of the creator of *Poictesme*. A notable book. Chosen by the LITERARY GUILD as its February selection.

First Edition, signed by the author, limited to 410 copies of which 373 copies are for sale. This edition ready February 1st.

Octavo \$7.50

Trade Edition 12mo \$2.50

Norman Douglas

Feb. 10th

PANEROS

A highly sophisticated book on aphrodisiacs in Norman Douglas's suavest blend of scholarly learning and Latin candor.

Limited Edition of 750 copies Octavo \$5.00

Norwood Young

Feb. 10th

GEORGE WASHINGTON: Soul of the Revolution

The first biography of Washington written by an Englishman in a century. A stirring, provocative book that offers big sales possibilities in a year filled with Washington celebrations.

\$3.50

Wyndham Lewis

Feb. 24th

THE APES OF GOD

"THE APES OF GOD is the most tremendous knockout ever made and the most brilliantly witty piece of writing, merely as writing, which I have ever read. . . . For comparisons, one must fall back on Rabelais and Aristophanes. Pope and Voltaire are gently urbane after Mr. Lewis."—Richard Aldington.

A terrific book.

632 pages \$3.00

Our spring list is the smallest—and best—we have published in many years—25% smaller than 1931, 33½% smaller than 1930, 50% smaller than 1929. Our trade sales in 1931 showed an increase over 1930 of 14%.

Robert M. McBride & Co., 4 West 16th St., New York

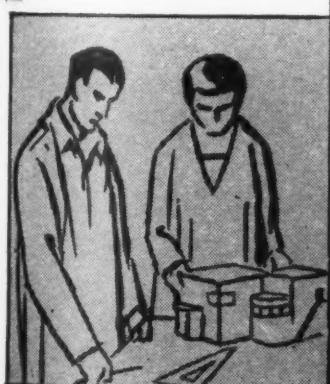
HELEN
ASHTON's
new novel
promises to outsell
DOCTOR SEROCOLD
because:



Written with the incision of *Doctor Serocold*, the tenderness of *Mackerel Sky*.



Martin Lovell designed the kind of buildings we'd hardly notice now.



—And lived to wonder at the "cigar-box" houses built by his son.

1. It's a study of human relations — fresh, vigorous, poignant.
2. It's the story of an architect—the one man most expressive of our age—the man everybody wants to know about.
3. It's in the direct line of interest created by the books of Deeping, Barnes, Gibbs, and Pearl S. Buck.
4. It combines the best qualities of *Doctor Serocold* and *Mackerel Sky*, over 100,000 copies of which have been sold.
5. It's a satisfying novel with a soul—by an author who, with only two books, has already been established as a major property of the American book trade.

Coming Feb. 4 — \$2.50 — DOUBLEDAY, DORAN

BRICKS AND
MORTAR

Irvin S. Cobb Broadcasting on Amos 'N' Andy

*Saturday Evening, January 23, on a
National Hook-Up Over WEAF and
Associated Stations — 6:45-7 P.M.
Eastern Time.*

Mr. Cobb's subject will be "The Negro in Literature." He will read selections from

"Here They Are— Amos 'N' Andy"

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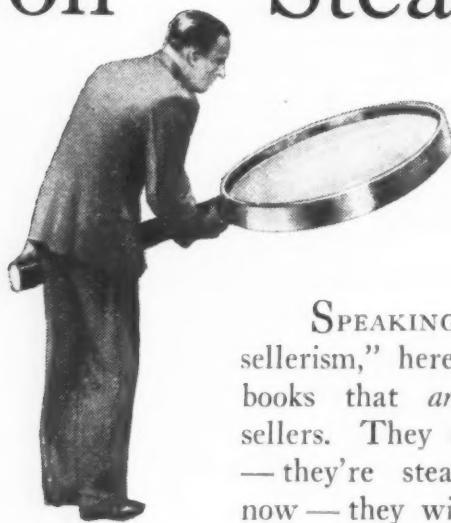
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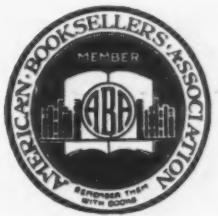
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The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, JANUARY 16, 1932

More Visionary Meditations on Publishing

Commercial Versus Scholarly Publishing

Donald P. Bean

The University of Chicago Press

MORE power to Mr. Brewer! His meditations in the December 12 issue of the *Publishers' Weekly* may be visionary, but they are encouraging to one who has struggled for fifteen years with the same problems from the slightly different angle of the scholarly institution. From that vantage point one might present much more evidence on the inadequacy of publishing facilities for scholarly material.

Scholarly research has received a tremendous impetus during the last twenty-five years. The number of trained investigators and the funds for the conduct of research have increased enormously during that period. The written reports of some of these inquiries in 1927 filled 181,000 pages of 291 scholarly periodicals, examined in 1927, and approximately 275,000 pages of 1,119 books issued in that year, examined in 1927. These figures are not inclusive either for periodicals or for books. They count only technical reports of investigation by scholars for other scholars and do not include textbooks or popularization of knowledge.

Mr. Brewer is correct in stating that commercial publishers have been forced to publish decreasing quantities of scholarly manuscripts. Only twenty-nine, or ten per cent, of the 291 scholarly periodicals were published under the auspices of com-

mercial publishers. Only 267 books, or twenty-four per cent of the 1,119 books, were issued by commercial publishers. There is no censure attached to this situation. It is almost entirely a matter of economic development. The rest of the scholarly periodicals and the scholarly books were issued by scholars, by societies, by educational institutions, by foundations, by the government, or by private individuals or printers. These interests have not entered the publishing business in competition with the commercial publishers. They have done so in self-defense because of the importance of the publishing function to scholarship. No scholar feels that his work is done until the results of that work have been distributed to his colleagues. Unpublished research, or unnecessary delay in publishing research, retards future discoveries, and is particularly unfortunate if, as is now frequently the case, the discouragement comes at the beginning of a promising scholarly career.

And then Mr. Brewer goes on to say something which those of us who have been watching this process carefully have feared: "It seems also increasingly clear that the day is at hand when the commercial publisher must frankly admit his limitations and turn the whole protection of knowledge and the publication of works of learning and scholarship over to en-

dowed houses. If professional publishing is to be separated out from commercial publishing by means of endowed houses, the university presses should, perhaps, be the nucleus of such an arrangement. But, as at present constituted, they are unsuited to a real professional undertaking for they are either not endowed at all or have such small endowments as to afford them no immunity from commercial considerations. Before the commercial publisher can face his necessities, therefore, and limit his field of operations, as proposed, the endowed houses will have to define their functions more clearly and definitely than the university presses have so far done. They must frankly seek larger endowments, accept the facts of them, and shoulder the consequent responsibility. Any profits they make should be a source of grateful surprises; the question of whether the book will sell or not should never be for them a criterion for the acceptance of the manuscript or project. At present the university presses are in many instances just as guilty of shoddy publishing as any commercial house. The only criteria for the acceptance of manuscripts for such houses would be the intrinsic merit and value of the book itself and the question of whether there is a bibliographical need for it. On the other hand, they should not turn into factories for the indiscriminate publication of doctors' theses, nor should they be seduced into the publication of current fiction or popular non-fiction even if it be written by however eminent a member of the faculty or have the manifest destiny of selling a million copies."

I have no right to speak for my colleagues, but I think they would join me in approving most of these statements except the implication that by transferring this responsibility to the endowed presses the commercial publishing fraternity could then forget about its responsibility to scholarship. The commercial publishing industry is too much interested in the health of scholarship to solve the problem of adequate scholarly publishing facilities by sidestepping it. University presses are not ready to handle the problem alone. Gradual improvement of the publishing resources of university presses there must be, improve they must the definition of their functions, and the efficiency of their methods. But these things will not be re-

alized without also a growing cooperation between the commercial publisher and the scholarly publisher to advance the interests of scholarship. The problem is too large and its solution too important to expect salvation from any one agency, or any number of agencies working without a plan of cooperation. The main purpose of these remarks is, therefore, to second Mr. Brewer's motion for a five-year plan for the publishing industry, and to suggest that in framing that plan, the commercial publishers call upon the non-commercial "scholarly agencies" for their contributions.

The university presses have not been ignorant of the fact that the time was coming when commercial publishers would take the position which Mr. Brewer now takes, nor have commercial publishers and the booktrade withheld the cooperation which I now propose in larger measure. For three years the university presses, which are members of the National Association of Book Publishers, have cooperated as an informal group, holding annual conferences on the day before the annual meeting of the Association. These conferences have been attended by all of the leading university presses. The results of the conferences have been so fruitful that there is little doubt but that they will continue. The exchange of interest and information will probably lead to thorough-going cooperation in more practical measures; to the clearer definition of the functions of these agencies and the improvement of their resources urged by Mr. Brewer. The suggestion that the commercial publishers should give added impetus to this movement is made with the feeling that the commercial publisher stands to benefit from the improved health of the publishing facilities of scholarship.

There might be more direct results of practical value from such closer cooperation between the commercial and non-commercial publishing agents. Please do not misinterpret the suggestion—it implies no promises. These are wholly visionary meditations. There are already too many panaceas and individuals who know what the publishing profession should do. But there has been nothing in these visions to suggest that the non-commercial agencies might not possibly blunder upon practical contributions to the five-year publishing plan along any one of several lines.

Improvement of future reading habits. Mr. Brewer has much to say about the need for the improvement of textbooks. Where will that improvement come from if it does not come from the institutions which we represent? My own institution, for example, is engaged in a revolutionary experiment in reorganization of curriculum designed to stimulate individual initiative and independent thinking on the part of its college men and women. One of the major pedagogical devices is wide reading in original sources. Immediate improvement of sales of books by commercial publishers may not result, but who can tell the significance of this experiment for the reading habits of the college generation which is participating in the enterprise, and through them for the next generation? Many of them will read only for their own pleasure, others will be investigators and teachers in elementary school, high school, and college, affecting the textbooks of the future generation at all three levels. University presses will probably increase their interest in publishing the textbook materials for these experiments, particularly in their experimental phases. This is one of their unique contributions.

Improvement of contracts between the commercial publisher and educational institutions. I have definitely in mind the possibility that university presses might save commercial publishers much of their present expensive author-seeking in educational institutions. Educational institutions do not desire to build up large publishing houses. They have neither the capital nor the desire to seek more than enough capital to take care of the part of the product that would not otherwise find publication. Commercial publishers should ask no further proof of this than the character of the books which are published. No university press with which I am acquainted issues more than ten per cent of its list in books that have any chance of returning their investment. Less than one in a hundred, in our case, have shown any considerable profit and that quite incidental to their scholarly character. It is true that we would not have been able to do what we have done except for these few cases which have greatly strengthened our publishing resources, but not even Mr. Brewer denies us such profit as a grateful surprise.

Commercial publishers will probably continue to seek profitable authors from the faculties of educational institutions. Why should the commercial publishers not come to the university presses as to literary agents, seeking the solution of these commercial problems and paying for these services on a fee basis? In that way, the university presses might benefit financially from the product and still pass on the actual publishing to the regular commercial publisher for exploitation. In serving this contact function they might conceivably increase the number of successful publishing ventures by teaching scholars where to look for the solution of their particular publishing problem, and change the attitude of many scholars towards commercial publishers arising from unsatisfactory relations between publishers and individual authors. Would a little more specialization and definition of function be out of place among commercial publishers?

Freedom of experimentation in new media. University presses have shown considerable adaptability for experimentation with alumni for adult reading, experimentation with radio, motion pictures, the development of student loan libraries, and a thousand other innovations which may affect the future booktrade in very practical ways.

Possible improvement of marketing efficiency. If the non-commercial agencies are to sell in a market which is admittedly not profitable to the commercial publisher, these agencies must devise economical ways of reaching that market. They must interest themselves in every improvement in warehousing, shipping, and distribution economies. The group of university presses has already started some experiments in joint publicity through *The Lookout* which ran for two years in the *New York Times*, the *Saturday Review*, and the *New York Evening Post*. Imprinted reprints of the column, to the number of 24,882, are now being distributed by 110 bookstores. Other experiments are: a summer mark-down sale by college bookstores, conducted for the last two summers and to be repeated in 1932; a cooperative mailing list which seems to be in the direction of practical efficiency if the inquiries of thirty-three commercial publishers are any indication of practical value.

Comments from the Trade

Survey Symposium

I

*Study Without Prejudice*Alfred A. Knopf, *Alfred A. Knopf, Inc.*

OME one once remarked to Brahms on the similarity between the main theme of the last movement of his first symphony and the Hymn to Joy in the last movement of the Beethoven Ninth. "Any fool could see that," was Brahms' immediate reply.

Well, any publisher, I dare say, can find faults in the Cheney report. But, as Ring Lardner once said: "What of it?"

Mr. Cheney was not hired to tell us what fine fellows and wondermen we are. We must have known something was wrong with us or we would not have ordered any survey. We have enabled him to know more of the facts of the book industry than have ever before been in the possession of any single person, and not being a fool, but a banker of long and varied experience, he has, on the basis of this knowledge, produced a report that bristles with concrete and by no means impractical suggestions. It happens as well

to be brilliantly and entertainingly written.

Why spend valuable time now looking for what may be wrong with Mr. Cheney? It would be more profitable for each of us to dig out of the report the mass of useful and interesting new information and the many definite and useful suggestions that are in it.

In our office where we are not too proud to learn from this report, five copies of it have been circulating during the past week and we have already begun in a modest way to adopt and adapt and apply some of its recommendations.

If each publisher would study the report without prejudice, seeking only to discover in it suggestions that might prove of value to his own business, there would be a lot of pleasantly surprised members of the N. A. B. P. and the effect on the book industry—which has surely lived through better days than these—would be by no means inconsiderable.

II

*The Public and the Trade*Martin M. Foss, *McGraw-Hill*

Several factors blur my views of Mr. Cheney's report.

1. The phraseology.
2. The avalanche of newspaper publicity which fed upon and emphasized the perhaps unfortunate catch phrases.
3. The too numerous sweeping generalities.
4. The fact that the report deals almost wholly with trade publishing which makes it in part inapplicable to the major interest of this company.

Tracing the history of the report and knowing the attitude of many publishers toward it throughout the period of its preparation, it is evident that the "wise cracks" (bons mots, if you prefer) in which many publishers have indulged are responsible in part for the tone and phraseology of the report. Much of it seems to be a reply to these comments and preconceived judgments.

The tone and phraseology, then, resulted inevitably in a degree of publicity which

has, at best, been somewhat unfortunate, for the catch phrases and sweeping criticisms made good headlines and will live long in the public's memory. Certainly the Association could not have anticipated this, nor need it lessen the intrinsic value of the report.

Of the third point, however, namely, the too numerous and too sweeping generalities, definite criticism can be made. Certainly not all publishers nor any large number of publishers are guilty of as many sins against economic law as the general tenor of the report and the publicity indicate. Nor is it likely that sound and stable publishers in general have been guilty of more economic sins than manufacturers and distributors in other lines of business. It must be remembered that bankers were designated as "economic illiterates" in a report which was published not so very long ago.

The public will probably remember the parts of the report which the publishers must disregard if it is to have its proper influence and accomplish the good which it can accomplish. Stripped to its summaries and recommendations, it brings together a vast amount that is practical and applicable. From point to point, all experienced pub-

lishers will agree with most of its conclusions and will add, as they do, that we have known this and that always. Still, the full weaknesses and abuses of the business have never before been assembled in so definite and orderly a fashion and from a consideration of these, the National Association of Book Publishers should be able to do a splendid piece of constructive work in eliminating and abating the abuses and weaknesses of book publication and distribution. The net result, then, should be distinctly worth while.

Associated as this company has been with many branches of industry and engineering where similar investigations and reports have been made, only one essential difference is to be noted. In no other investigation has there been so much publicity. It is already evident that other industries look with a mixture of amazement and amusement at the spectacle of the publishers and booksellers who have financed an exhaustive investigation and aided and abetted in the publicity which exposes their weaknesses. This perhaps is, after all, not so much a question of the facts as the phraseology—and phraseology must ever be a fundamental in the book publishing business.

III

Most Constructive Contribution

Harold K. Guinzburg, *The Viking Press*

I believe that the Cheney report is the single most constructive contribution that has been made to the American publishing business. It is very easy to criticize specific points adversely or to say: "We knew that all along." The fact remains that we now have a body of authoritative research material which will be constantly useful, and certain recommendations made as a result of non-partisan observation. Even were all these observations entirely in accord with previous knowledge, they would be valuable as confirmation.

The important question remains: "What can be done about it?" In the past publishers and booksellers have made various abortive attempts to cooperate. In minor particulars these have been useful; in major efforts they have been negligible. It seems

to me that the practical way to get real cooperation is to make it to the financial interest of the parties to work closely together.

The present crisis in all business may be fortunate in that individuals will be more receptive to progressive ideas because they are forced now to think about improvements in their business structures. If developments are made along this line, following at least some of the Cheney recommendations, working through the existing organizations towards cooperative enterprise which will have a financial value to the participants, the publishing and bookselling business can certainly gain a value from the report which will bring it a ten-fold profit from the time and money expended on it.

IV

*Cost and Resulting Savings*Alfred Harcourt, *Harcourt, Brace*

It seems to me that most of the comments I have seen so far in the press on the Cheney Survey have not been based on a consecutive reading of the report itself. I have had time to read only the chapter on "The Art and Science of Publishing." One might occasionally question the tone of the comments, and one might question

the relative emphasis given to different aspects of the publisher's problem. However, this chapter leads me to the belief that if it is read attentively by the publishing trade generally, there is a good chance that the resulting savings each year will be more than the total cost of the Survey.

V

*Tabloid Reporting*Henry Hoyns, *Harper & Bros.*

You have asked me to make some comment on the Cheney Economic Survey, and replying somewhat after the style in which the Survey is written, this is the way I feel about it.

I am quite willing to agree that there is a great deal in this Survey that is of value to all of us, but what I protest against is in the telling of it. To me what has been produced is much the sort of thing that might have been done if the editor of a tabloid paper had selected his most competent Walter Winchell and told him to go out and "get" the publishing business.

The result is that there are expressions, comments, etc., in this Survey, some of which have been reproduced in the newspapers, that in my opinion are very far from the kind of thing that belongs in such a Survey, and I can believe that if this Survey had been reduced to some fifty or seventy-five thousand words and confined itself to the essential things in the Survey it would have been worth while, but because of its sensational style, I cannot help but feel that whatever good there may be in this Survey is destroyed by the facetious, uncalled for comments in it.

VI

*Bogies Scotched*Richard Simon, *Simon & Schuster*

I can think of nothing more to say about the Cheney report than that in the following news note which was run by the *New York Times*.

"The greatest value of the report lies in the fact that for the first time it has been possible to gather figures from the various publishers, to correlate them and to make deductions for the industry as a whole. I believe many a publisher will find that the facts in Mr. Cheney's report on the industry would coincide with the facts that he has discovered about his own particular business. He will also find—to his delight—that Mr. Cheney corroborates many things which he himself has perfected but upon which he has heretofore had too little

evidence as a basis for action. The Cheney report scotches a number of bogies which have worried the trade. The report on book clubs will, I hope, reassure publishers and booksellers alike who have feared their influence. It's healthy to read that publishers should think more of their own businesses and less of their competitors' that they should publish books for the consumer instead of for the department store buyers. These are all homely truths and we have known them for years but at times they seem to have been forgotten."

Since then the only development is the appointment of a committee to study the report and make recommendations for action. This step is a very wise one.

VII

Better Relations Alone Will Not Suffice

Frank Magel, Chairman, Board of Directors, A. B. A.

The Cheney report, if accepted by the industry in the spirit in which it was originally conceived, will be of inestimable value. True, it covers in the main, facts which most of us already knew, but it is the first agency to put them in print in logical, orderly sequence, and to make specific recommendations for trade betterment. It is to be sincerely hoped that the time, expense and earnest effort expended in this work will not be wasted.

The American Booksellers' Association has already started a program of regional meetings which will take the report to dealers in all sections of the country for thorough discussion. Committees of the Board of Directors are ready to discuss any of the recommendations with the National Association of Book Publishers or any individual publisher.

It is gratifying to the Board of Directors that the report gives prominence to some of the conditions which the Board has so long emphasized:

"Relentless devaluation of stock"

"Recurring hazards of loss"

"Endless struggle against overbuying"

"Publishers behave toward books on the shelf as if they were entirely the bookseller's problem"

"Bookselling was unsound long before the depression."

Certainly if, as the report declares, "there is no sign that the bookstore will be replaced in book distribution," it is high time that the publishing industry should recognize the necessity of doing something to alleviate these conditions.

The report is careful to point out, however, that better trade relations alone will not suffice. The bookseller is urged to put his business on a fact basis; to keep adequate stock records; to study his market, actual and potential; to know what and when to buy; to study merchandising, trade publications and books on retailing; to use the help and information that can be furnished by his own trade association and The National Association of Book Publishers.

It is hoped that the regional meetings planned by the Association will be well attended, so that out of the discussions definite working plans can be established for the year.

VIII

*The Industry Is Worth Saving*Richard F. Fuller, *The Old Corner Bookstore*

Any comment made at this time on a 150,000 word survey which took fifteen months to collect and write, must of necessity be superficial.

With this in mind two things in this Survey stand out. First, its impartiality. Everyone has been damned from A to Z, and there is little or no solace in knowing that other lines of business are as bad as the book industry. Second, that if this is a true picture in all its details either one of two things must be true; A. The book industry is doomed, or, B. An industry which is as bad as ours and has survived all these years must be worth saving.

The most important thing to remember is that this Survey was made of an indus-

try when it was not in the depths of a depression. Whatever was serious about our condition in 1929 is infinitely worse today. It will take time to bring about the reforms which will make our industry a model of efficiency. The problem today is not to make a model but to save an industry, at least the retail end of it, from oblivion. The constructive advice given in the Survey is for a long pull. What is needed most today is some form of stop gap to prevent the retailer from passing out of the picture.

Both booksellers and publishers will agree that added discounts and return privileges will not in the long run improve the condition of the entire industry. Added

discounts and return privileges however may be necessary as a stop gap measure until the wastes and leaks in the entire industry can be shut off.

It seems a safe assertion that the publishers as a whole, including their sidelines, made money during 1931. It is equally true that booksellers as a whole, including their sidelines, lost money. A guess as to the percent is that 75% of the publishers made money in 1931 and 95% of the booksellers lost money in 1931. Granting that everything said by the Survey about booksellers is true and that it was the stupidity of booksellers which made them lose money, nevertheless, the fact must be faced by publishers that booksellers cannot keep afloat during 1932 unless aid is given them in some form within the next

few months. Booksellers at the present moment are much more interested in how they can keep afloat than whether the book business is a profitable one.

There are three periods in the cycle of disaster, first, when things take a serious turn, second, when an emergency exists, and third, the catastrophe itself. The Survey was started during the first period. We are now in the second period and if something is not done within a very short time, the third period will be on us before we know it.

The industry is worth saving and can be saved. We are nearing the end of the depression but the next twelve months are all important and a way must be found to carry on during 1932. Permanent reforms can wait but emergency measures cannot.

IX

Some Excellent Shooting

Charles M. McLean, *Pettibone, McLean*

The economic survey is a remarkably accurate and comprehensive picture of the trade as a whole. Of course, there will be criticism and it is true some very vital points have been overlooked, but when you are hunting with a shotgun, while you may not hit everything at which you shoot, you generally bring home some game. Mr. Cheney and his staff have done some excellent shooting and even though some of the game was missed they should be congratulated on the success of their hunting.

It is impossible for me to get away from the booksellers' viewpoint. I am aware of this when I say that one of the most vital things in the whole business and one which affects every branch of it is the financial condition of the retail outlets. Unless this is recognized at once and something done about it many of the very important merchandising suggestions made by the survey cannot be put into operation.

How is the retail trade going to pay its bills in 30 days when at the present time many cannot pay them in six months to six years? This situation is so well known that it is surprising that some mention of it was not made in the report and some remedy suggested.

In an article in the *Publishers' Weekly* last summer I mentioned that long terms and booksellers' inability to meet them, long as they are, was one of the greatest menaces of the business. I had in mind that if the retail accounts were put on a thirty or sixty day basis at once by all publishers, the conditions would be so obvious that something would be done about it.

Granting that the bookseller is as much to blame as anyone, if he is the intelligent man the report claims, he will be receptive to any suggestion and will act promptly when a helpful plan is offered. If he is not as intelligent as claimed he should be kicked out of the business at once.

I feel that Mr. Cheney had his tongue in his cheek when he suggested local bank credit as the solution. Only when you can show them a profitable business will the bankers be interested—not before.

There is no question but that a great deal of good will come from the report and I would like to make one suggestion which may be helpful.

There is a great complaint from every publisher about the lack of figures of individual retail shops who are in difficulties and cannot pay their bills. A credit committee has just been formed which will

need complete and accurate figures if they are to be of any assistance. Balance sheets, profit and loss statements, sales and expense figures, all these and more will be wanted. So I suggest that we who need help send these figures along to the proper place at once. It will be much easier for them to work out a solution to any problem if they have the facts.

Another suggestion, and I am very seri-

ous, is that every publisher's traveler be compelled to work in one of the retail shops in his territory for at least one week each year. He would be given an interesting lesson in how his line is really sold to the consumer. He knows almost nothing about it now, and the knowledge he would gain by his short retail experience each year would be very valuable to his firm and himself and also to the retail trade.

X

The Report Resolves Itself Into Two Things

Norman Remington, *Norman Remington Company*

The Economic Survey paints a picture of deplorable conditions in the entire book industry. This report comes at an opportune time just when the industry is the hardest hit, for had it come earlier, I am sure it would not have received the careful and thoughtful consideration to which it is entitled.

The predominant note is the lack of co-operation between the publisher and bookseller and the inefficiency of the N.A.B.P. and the A. B. A. This lack of coordination and cooperation is spelling ruin for the industry and unless both associations come to a mutual understanding that they are working for the trade as a whole and not for one particular branch, I am afraid Mr. Cheney's prediction will come true.

No matter whether we booksellers receive a larger discount—no matter if we make special efforts—no matter what we do, all is bound to fail ultimately. The summary of the report resolves itself into two things and two things only, namely, the publishing of only worthwhile books and the proper exploitation of them. In this lies the salvation of the industry.

The jobber seems to be the only necessary and worthwhile factor of the industry, but his activity in library business is passed over very lightly.

Mr. Cheney also states that the publishers' mail direct campaigns have proved non-effective. If this be true, and the publishers recognize this fact, these lists which have been so carefully compiled would be of immense value to bookstores in every community.

The recommendation on price cutting

can be elaborated somewhat and suggestion made that the publishers sell the price cutter for cash only, if there is no way of refusing to sell him.

Since the dollar books are now an established fact, it would help materially if each non-fiction title would carry with it an emphatic guarantee that this book will not be reprinted in a cheaper edition for a certain specified time, also that every book published should carry an unqualified guarantee backed by both publisher and author as to its veracity and correctness.

The reading idea has been sold to the public, but not the book owning idea.

It has been reiterated time and again that the membership in the A. B. A. is productive of no results. Booksellers in general, whether members or not, lose sight of the fact that an organization embracing booksellers as a whole, would enable them to put into effect such reforms as have occurred to them, but owing to the lack of organization have of a necessity been abandoned. The same holds true of the N. A. B. P.

The report places an equal amount of blame or responsibility upon the bookseller, while he is helpless without the publisher—his business methods and practices need much correction, revision and reconstruction.

Mr. Cheney advocates a lesson for booksellers in merchandising. If other staple products can be merchandised in other lines of business, the bookseller with proper instruction should be able to merchandise books. Bookselling should be treated as a business—not as a profession.

The cost of overhead in nearly every store is far too high ranging from 28% to 33½%. In present conditions even 25% would seem excessive.

There seems to be a feeling among booksellers that business is sure to come to them without an effort on their part and they are not finding new business nor new outlets. Instead of a hardy cooperation for the betterment of the business in their community, there is an undercurrent of jealousy, rivalry and in many places unethical practices, and every other bookseller is looked upon as a competitor, which he is not. More active bookstores and more friendly relations produce more book business.

The trading of stock between bookstores within a reasonable distance would prove a great benefit. This could be done by

submitting weekly or monthly lists of items. Some books may be in demand in a town within 50 miles or less of another town where they are not moving. It is on such stock that the exchange will prove profitable.

Whether any material good comes out of the Economic Survey, whether publishers or booksellers do nothing, books are going to be published, and booksellers are going to exist in some way, maybe in the same haphazard manner as heretofore—but it behooves all allied in the trade to take cognizance of Mr. Cheney's recommendations and try to bring about the reforms set forth—to put each of our separate businesses in proper shape and make the industry for once and all time a successful thriving whole.

XI

A Mental Shakeup

John Kidd, *Stewart Kidd*

To begin with, let me say that without question there has been no book published whose importance and influence will be greater to all those concerned in the trade than the Cheney report. It certainly gives the retailer, and I imagine it will give the publisher, a mental shake up which will be of inestimable value to the trade at large. Naturally, some few of the points I do not agree with, but in the main it is so clear and to the point that even the most elemental minded in our business can gain something of value from its perusal.

Many of the points brought out have been clearly in my mind for years but the inertia of everyday routine has been too much. I feel like starting in all over again.

I believe that the suggestions if followed will be of so much value one can hardly estimate them. Here we have been for a long time endeavoring to put over a number of the features, but there is enough that we have left undone which, if worked out practically, will result I am sure in a largely increased profit if not an increase in sales.

It seems to me that many of the points made both for the publishers on one hand and the booksellers on the other should be of equal benefit to either. Precedent unquestionably has had a great deal to do with the stagnation that exists at the present time. If we can shake this off once and for all we will be that much to the good, a great gain.



Bookselling to All North America

Frank R. Arnold

Mary Partlow of the Harvey Shop in St. Louis Is Probably One of the Most Widely Known Booksellers in the Country

FIFTY years ago the Railway station at St. Louis passed for a model of space, solidity and beauty. Now the only model element about the mediaeval pile is the Fred Harvey bookstore. You enter by a French double staircase and go down into the waiting room and never suspect that hidden behind the stairs is a bookstore which in spite of hiding its light under a bushel makes its sales influence felt from Canada to Mexico City. At the right as you leave the stairs a drug store asks you if you've forgotten your tooth brush and a men's furnishing store offers seductive socks, while on the left is a tobacco dealer, with a glimpse of magazines and books beyond. Behind all this, under the stairs is the bookstore. Many think

the books too remote, but there are two excellent reasons for this position; one is the utilization of waste space and the other is the opportunity to establish leisurely relations between buyer and seller, cordial relations that in St. Louis are often lifelong and always remunerative. In other words, the St. Louis bookstore is not for a man rushing for a train, but for people who are putting in happy hours of book browsing between trains. It is unlike the bookstore in the Kansas City station which projects its wares into the very heart of the waiting room. There, he who runs for a train may read and buy on the way whatever is new or rare, so objective, so right-in-the-road, so insistent are the book counters, but in St. Louis you have to re-



The Fred Harvey bookshop in the St. Louis station

tire under the entrance stairway to browse, choose, and buy.

The manager of all the Harvey shops in St. Louis except the restaurants, W. R. Ryan, says he manages his bookstore just as he does all his other shops, on the principle of pleasing, personal, human contact with the customer.

This spirit of cooperation between salespeople and customer, between manager and department is especially successful in the bookstore where Mrs. Mary Partlow presides as chief sales clerk.

"Mary must have all the credit," says Mr. Ryan, as generously as Douglas Fairbanks might express himself in speaking of Mary Pickford.

"I picked her out as a saleswoman in a hundred. She's been a newspaper woman and has the art of knowing everyone. People talk with her, take to her, like her, find she has read widely. She gets their addresses. We send them our monthly list of new books, and the result is that our customers write in from all over the United States for new books. Twenty-five per cent of our business is done by mail. We have over twenty regular customers in Mexico City. A letter came the other day from Little Rock, Arkansas, addressed to the 'Lady who reads and sells.' We knew right away whom he meant and found he wanted Mary to order some books for him. Senator Harry Hawes who wrote 'My Friend, the Black Bass' sent her a copy of his book inscribed, 'To my friend, Mary Partlow.' I tell you just as much as we bank on cooperation we believe in personality."

When you meet Mrs. Partlow you have made a friend for life and meeting new friends is the joy of the traveler as well as of the man who stays at home. She has the instant comprehension of the newspaper woman and much charm. She tells you she skims two or three books understandingly every evening in order to keep up with her wares. She remembers every one who comes into the store, especially if she gets his address. Every author writes in her autograph album. In short, she resembles Edna Ferber's Emma McChesney in more than one particular.

"I've been here four years," she says,

"and the United States is like one big family to me. There's an interior decorator from Long Island. Does homes in Oklahoma, drops in every time she goes through. Lots of Boston people stop in on their way to California. They are quite willing to shake off their Puritanism and buy banned books they can't get in Boston, Dreiser's 'An American Tragedy' or the 'Well of Loneliness' for instance. We sold five hundred copies of the latter when it was five dollars a copy. I prayed for Margaret Barnes to get the Pulitzer prize and she did. Movie stars come in, Leatrice Joy and Francis X. Bushman, not together. Jack Dempsey is one of my regular customers. We get lots of Texas and Oklahoma trade and let me tell you some of these oil people are very intellectual. They buy non-fiction, biography and travel. Harry Sinclair was in three weeks ago and bought a lot of current novels. The most bashful man that ever came into the store is O. O. McIntyre.

"Our mailing list brings us customers from every state in the Union as well as from Canada, Cuba, China and even Rome, Italy.

"My autograph album attracts as much attention as Lindbergh's trophies and helps people remember the store. That's one reason we sell more non-fiction than fiction, because we have regular customers. I don't care about owning books, but I do love to sell. I watch for passengers I know will be going through the city and I lay aside books for them."

This shop is a perfect illustration of the famous mouse trap theory, that no matter where you live, if you have what people want, they will make a beaten path to your door. More than one transcontinental traveler has had an experience similar to that of the gentleman who was traveling from Salt Lake to Washington and who wanted to buy a copy of "Cimarron," which had just been published, so as to take off the curse of travel in the heat. "Never heard of Edna Ferber," said the Salt Lake railway station. "Who is she?" queried Cheyenne. "Only western stuff sells," said naive Denver. But Mrs. Partlow in the St. Louis station knew what he wanted and immediately handed over the book.

New Program for Returned Stock

Details of the Viking Press Sales Plan

THE problem of obtaining an adequate showing for new books through the retail outlets and of obtaining such a showing without leaving the bookseller overstocked is the recurring subject for discussion in the booktrade. The Viking Press now proposes a new sales plan, the details of which its travelers, seeking spring orders, are explaining to booksellers.

The details of the plan which have been sent to the dealers are briefly as follows:

Original orders on new books placed prior to publication date fully returnable for a credit of 90% of their billed cost. Limited editions or special publications excepted.

Reordering of a title implies that the original stock is exhausted and the period of protection as to that title is at an end.

Returned stock must be in first class condition, the return carriage charge prepaid by the dealer.

Reports to be made on stock on hand quarterly. On January 10th, of quantities then on hand of original orders of books published prior to November 1st, and similarly at quarterly periods of April 10th, July 10th and October 10th. These reports must be received on dates specified on forms submitted three weeks before they are due. If not received on time, the privilege of the return automatically terminates. No books to be returned until these reports have been received by the publisher and checked.

Booksellers should list books to be returned at once and also the books which they wish to retain longer. On the latter the protection privilege continues until the next report period, or as long as books are promptly and properly reported on.

The publisher reserves the right to terminate or change the arrangement on proper notice and the right to extend the privilege to dealers whose accounts are in good standing and who in other ways co-operate.

The plan embodies, in the first place, the theory that orders placed before publication date offer to the bookseller special difficulties, as the bookseller has no definite information, aside from the publisher's opinion, to guide him, but it is assumed that on reorders or on back-log books the bookseller has his records to go by and knows better than the publisher what books should be in stock for his clientele. The plan also assumes that, if the bookseller does return books, he should bear a certain loss and the expectation of such loss would be a practical incentive to him to sell the books if he possibly can. The third point is that any such system calls for careful records on the part of both publisher and bookseller. This may prove, for the publisher, to be added expense without greater sales, but if, on the bookseller's part, it leads to better stock records and careful ordering based on facts, the gain to the whole trade might be considerable. Booksellers relieved by such a method might be expected to have small losses or mark-downs. Finally, the plan is put out, the Viking Press explains, with the feeling that, if the principle involved is going to be of large benefit, it will have to be adopted by a number of houses, and all that one house can do is to make the suggestion and hope that the principle may be adopted by others.

In its fundamental effect its sponsor believes that such a plan might have a far-reaching effect on publishers' list making, as it would not be possible under such a plan for a publisher to say, "Here is a book that we might as well undertake, because we can at least get a 3,000 advance." Such an advance, unless actually turned into sales from the bookseller's counters, would be of only potential value.

The publisher faces in such plans a special problem of royalties, and in this case a periodic check-up on books that are in the bookseller's hands, at a period just thirty days ahead of the firm's date of royalty payment enables the publisher to have a full report on hand.

THE Publishers' Weekly

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Founded by F. Lepoldt

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I hold every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.
—BACON.

A. B. A. Plans Country-Wide Conferences of Booksellers

THE Board of Trade of the American Booksellers' Association, meeting in New York last week, approved a plan for fifteen regional conferences of booksellers, both for members of the Association and others, conferences that would provide an opportunity to get together to study bookselling conditions. For such conferences Ellis W. Meyers, secretary of the A. B. A., would make a tour of the country on announced dates, during which tour there would be two-day gatherings of booksellers at strategic centers.

The plan as approved was for dividing the country into districts as listed below. In each of these districts in a central city some bookseller would be responsible for calling the dealers together from within a reasonable distance and the expense of managing the conferences would be met by an assessment of \$2.50 from each delegate.

In order to test out the idea, telegrams were sent out, and approvals of the idea are daily coming in from those who are willing to take the lead.

It was pointed out in this discussion that

the trade has entered a third difficult year and that common counsel was needed if the retail outlets are successfully to face another trying season.

Such group conferences would precede, and, in the case of some dealers, probably take the place of the larger conventions, and booksellers, whether they belonged to the Association or not, could certainly find very practical benefits from the exchange of views with those who are facing similar problems.

Making these conferences even more significant is the fact that the Economic Survey of the industry has just been completed by O. H. Cheney, and, in the hands of the leaders of these groups, this would provide important material on which to base discussion. To the data would be added the facts that individual dealers will bring up out of their own business experience.

Believing that prompt action toward trade conferences cannot be too early undertaken, the dates have been tentatively set as follows:

City	Date of Meeting	Estimated Possible Attendance
New York	Jan. 25-26	150
Boston	Jan. 28-29	
Pittsburgh	Feb. 1-2	15
Cincinnati	Feb. 4-5	15
Chicago	Feb. 8-9	50
Minneapolis	Feb. 11-12	15
Kansas City	Feb. 15-16	10
Denver	Feb. 18-19	10
Salt Lake City	Feb. 23-24	5
Portland	Feb. 26-27	15
San Francisco	Mar. 2-3	50
Los Angeles	Mar. 7-8	25
Dallas	Mar. 14-15	5
New Orleans	Mar. 17-18	10
Atlanta	Mar. 21-22	10

In connection with his Economic Survey Mr. Cheney has made a special report to the booksellers on practical methods of putting their house in order. The text of this report has just been received and will be multigraphed by the American Booksellers' Association and copies put in the hands of every one registering on this series of conferences.

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New "Remainder" Plan

A NEW and constructive plan for both clearing up good remainder lots and using them as immediate sales stimulus in bookstores has been worked out in successful detail by the office of the *Publishers' Weekly*, and catalogs in imprint quantities are being shipped at once to booksellers over the country in response to orders received from a circular describing the program.

The suggestion for the plan of cooperative merchandising between publishers and booksellers was made by a bookseller, D. K. Browne of Himebaugh & Browne, based on that firm's experience in selling remainders, and the A.B.A. headquarters and Board of Trade have given their aid and counsel in developing the details.

The catalog will list some 250 selected items, carefully selected from publishers' offerings and priced at figures that ought to insure a rapid clearance. The catalogs, attractively printed, are supplied free to booksellers who will agree to send them to their mailing list in such quantity as they desire. As a guarantee of good faith and real interest the bookseller is asked simply to buy \$15 worth of books listed, but the balance of his stock he can buy as he chooses or as he receives orders. The titles would stimulate business on any bargain counter and many can be used on dollar counters.

The stock has been deposited in the warehouse of the American Booksellers' Association, whose equipment for handling has been necessary to carry out this plan. As booksellers desire stock for display they will order from the American Booksellers' Association at its headquarters at 35 East 20th Street, New York, and the books will be shipped immediately by the cheapest means of transportation.

The cost of the books will be at a new book discount from the bargain prices listed plus 5% discount for cash.

The special characteristic of this promotion program is that the cost of preparing catalogs and of handling the books is being covered by a percentage deducted from the amount remitted by the A.B.A. to the publishers, the *Publishers' Weekly* financing the catalogs and the A.B.A., the warehousing and packing. The publishers, who have made low prices on these books in

order to encourage a quick clearance, are placing the stock on consignment in the A.B.A. warehouse (only stock already bound has been included in the sale) and they are taking their chances that the attractiveness of the pricing and the interest of a widely scattered group of booksellers will largely clear out the books under this new cooperative method.

Twenty-five publishers have contributed to the list, and the selection of the titles has been made by experienced retailers. Multigraphed lists of the items to be included, which cover almost every branch of book publishing, have been sent out to dealers so they could place their orders, and catalogs could get to them promptly to be made part of their mid-winter sale.

The whole program has been developed as a plan for supplying new ready cash for booksellers by rapidly selling bargains, for increasing the chance of their getting attention to their own clearance stock thus bringing to hand ready cash that will benefit the entire trade.

Mailing Lists for Publishers

THE University of Chicago Press, whose mailing lists for publishers were described in a recent number of the *Publishers' Weekly*, has had, according to Donald P. Bean, who has just been visiting New York, a very immediate response to the announcement of its system.

The list of faculties and college presidents totals in all 76,994, and these are made available on stencils to publishers and the National Association of Book Publishers at the price of \$10 per thousand. It is interesting to study the analysis of such a list to see the concentration of interest in our colleges.

The lists are divided into five general groups:

College Presidents	1,287
Humanities	25,280
Social Sciences	19,620
Biological Sciences	18,523
Physical Sciences	12,284

In the sub-divisions of these classifications the longest list is that of Teachers of English Language and Literature, 7,807; Education, Chemistry and Mathematics are next in order. The smaller lists include professors of Paleontology and Embryology.

Seligman Survey Calls Price-Cutting Indefensible

THE survey of "Price-Cutting and Price Maintenance" undertaken about a year ago by Professor Edwin R. A. Seligman of Columbia University at the behest of Edward Plaut, chairman of the committee of the New York Board of Trade to study the subject, was made public on January 7th. Professor Seligman has an international reputation as an economist and conducted the famous survey on instalment selling.

The report recommends legislation to remove any existing barriers against the refusal-to-sell method of enforcing price maintenance, and adds that some machinery should be set up for business men, similar to the trade practice conferences sponsored by the Federal Trade Commission, to work out practices that would make price maintenance more generally effective than the refusal-to-sell method alone.

Sufficient study for the formation of adequate opinions on the Seligman report has not yet been made of it by Senator Capper and Representative Kelly, authors of the Capper-Kelly Bill, that would permit the making of price-maintenance contracts.

"The definite conclusion is that the general principle of resale-price maintenance is legitimate," the report says. *"The type of price-cutting studied is a form of unfair competition; price maintenance is a step toward fair competition. It is economically defensible and therefore ethically desirable. The adoption of re-sale price maintenance as a general principle will mean, on the whole, a step forward in American business life."*

"A generation ago," says the report, "price maintenance was as normal and legal as it still is in almost all other countries today." Discussing the legitimacy of price-cutting, "it is undoubted that certain forms of price-cutting, however lucrative to the price-cutter, are to be characterized as economically injurious and ethically indefensible." Other forms are advantage-

ous even to those not beneficiaries of the practice. Remnant sales, clearance sales, bankrupt sales and the like, if honestly carried out and free from subterfuge, are well nigh necessary concomitants of modern business.

"Practices which were more or less bearable during the period of prosperity were felt as unbearable during the hard times, especially in view of the fact that business rivalry has come more and more to assume the character of cut-throat competition. Some of the price-cutters themselves have become doubtful as to the wisdom of their policies, and the controversy as to the distinction between fair and unfair competition has flared up anew."

The report remarks only briefly on the action of the Federal Trade Commission, saying that it has "taken only timid and halting steps to explain the distinction between fair and unfair competition in this great twilight zone of cut prices." The Commission's economists are "alibied," however, in the report when it explains that the Commission limited them in their investigation and thus restricted the report's coverage, which is a possible reason why "the Commission presented no thorough-going and fresh analysis of the fundamental economic problems involved" and therefore the result was "a still further confusion of opinion."

"Like any other widespread economic practice, price-cutting possesses elements of good and evil. Some forms are in accord with tactics of fair competition; other forms constitute unfair or cut-throat competition. While the latter must be corrected, the former must by no means be eliminated."

The report proceeds to analyze the benefits and evils of price-cutting. It says that "if it is true, as we have seen, that price maintenance cannot be expected to insure uniformly high profits to all retailers, or to abolish all forms of price-cutting, it necessarily follows that price maintenance

will, at the same time, fail to impose higher prices upon the consumer."

The idea that price-cutting attracts customers and thereby increases the sale of other products lies at the basis of price maintenance and constitutes the main body of the report.

To make the refusal-to-sell method operative, the report points out, the law should freely permit the selection of customers, should allow manufacturers to persuade wholesaler and retailer to follow established prices and permit policing to detect price-cutters who may then be refused merchandise. These proposals would not interfere with existing laws against price fixing between competitors, illegal coercive trade methods, and allowances and special terms as rewards for pricing cooperation.

Free interchange of business information by manufacturer, wholesaler, jobber and retailer about price-cutting or unethical practices are essential to the operation of present-day business, the report shows.

"A shortcoming of the plan from the point of view of the retailer consists indeed in the fact that the system as a whole does not lend itself to compulsory action by retailers. There is little prospect of a retailer's compelling a manufacturer to maintain prices unless he finds it to his advantage to do so. While this objection is undoubtedly true, it must be balanced against the legal, social and economic advantages of adopting a conservative as against a radical measure."

The report points out that some manufacturers would not interfere with most retailers who cut prices a small amount, but they would surely refuse to sell those retailers who cut prices unwarrantedly or sold goods at a loss or at prices that bring about devastating conflicts.

"The refusal-to-sell plan," the report shows, "thus meets in an admirable way both the objections and the needs of manufacturers who do not desire complete or extreme resale-price maintenance."

In and Out of the Corner Office

HOWARD COOK, for a number of years in the book publishing business, has joined forces with the New York *Herald Tribune* covering book advertising. In this enterprise he will be connected with his old associate, Harry Apeler, who left the book business a number of years ago. Mr. Cook has worked for Doubleday, Page, Moffat Yard & Company, Reilly and Lee, Alfred A. Knopf, and until recently sold for Cosmopolitan Book Corporation. ♦ ♦ ♦

Louis C. Greene and Armond Frasca were elected members of the Board of Directors of the R. R. Bowker Company at its annual meeting on Thursday, January 14th. Louis Greene is well known to the trade, for he has been advertising manager of the *Publishers' Weekly* for fourteen years. Mr. Frasca came to the R. R. Bowker Company as a boy and is starting upon his twenty-fifth year with the company. ♦ ♦ ♦

Drake deKay has left the advertising department of Brentano's. His place is being taken by Stuart Palmer. ♦ ♦ ♦

Theodore Hatfield is the new advertising manager for Macmillan, succeeding J. A. MacCaughan. ♦ ♦ ♦

Samuel Scheinbaum has withdrawn from the Parnassus Book Company. ♦ ♦ ♦

Maurice Diamond is now located at 21, Soho Square, London, W.1, as a literary agent, and also as representing the two American publishers, Samuel Greenberg and Edward J. Clode. ♦ ♦ ♦

There will be a meeting of the University Presses at the Columbia University Club at ten o'clock January 18. ♦ ♦ ♦

The Putnam Book Store is having a "dollar-a-day-reduction until sold sale" on sets, in one of the windows. Each set is provided with a prominent price score on which yesterday's price is crossed off and today's added. ♦ ♦ ♦

We have received the new Appleton block calendar which we found so very useful during the twelve months just past. On each page are seasonal suggestions to the trade, literary anniversaries, and timely words about Appleton books. It is a useful desk companion.

"Maid in Waiting" Still Leads

"The Good Earth" Continued to Keep Ahead With December Best Sellers

MAID in Waiting" again headed the Best Seller List, compiled by *Books of the Month* for December, showing the results of Christmas buying and selling. "Shadows on the Rock" was second, and Margaret Ayer Barnes' second novel, which was published at the beginning of December, was third. "Westward Passage" is very different from her Pulitzer Prize winner, "Years of Grace," but an equally charming and interesting story. A best seller which is just about the oldest favorite on the list showed a decided gain in sales for Christmas. "The Good Earth" has been a reliable and steady seller for many months. The second new addition to the list was A. A. Milne's "Two People," which has had good sales all fall, but became a best seller during the holiday buying season.

Holiday shoppers brought the sales of some older books almost into the best seller class, and gave attention to some new ones. "The Magnificent Obsession" and "A Lantern in Her Hand" sold especially well through the Middle West, and "All Alongshore" had good sales in New England and elsewhere. "Black Daniel" by Honoré Willsie Morrow, "Malaise" by Henri Fauconnier, and "The Wild Orchid" by Sigrid Undset were some of the new titles that proved good sellers.

There were many more changes on the non-fiction list. "The Epic of America" surpassed its close rival of last month, "Washington Merry-Go-Round," taking first place as the Christmas gift book. "Mexico" made a big comeback, going from sixth place in November to third place on the December list. Two new Harper publications of early December gained fourth and sixth places, "Only Yesterday," Frederick L. Allen's informal and entertaining history of the 1920's, and Philip Guedalla's biography of "Wellington." "Mourning Becomes Electra" remained firmly entrenched at fifth place. The other new title on the list, which al-

ready looked like a best seller in November, was the Atlantic prize history, "Forty-Niners" by Archer B. Hulbert.

As in fiction, Christmas shopping brought some older non-fiction titles back into prominence, chief among these, "Larry: Thoughts of Youth," which just missed being one of the first ten best sellers. The one-volume edition of "The Autobiography of Lincoln Steffens" was also popular. "My Father Mark Twain" by Clara Clemens had particularly good sales in the Middle West. New titles which were bought in quantities were "Bernard Shaw" by Frank Harris, "Tall Stories" by Lowell Thomas, "The Stag at Eve," "The Lady of Godey's" by Ruth E. Finley, and "Can Europe Keep the Peace?" by Frank H. Simonds.

"Igloo" was the most popular gift book for children, with "The Christ Child" second, as in November. The sales of "Waterless Mountain" piled up, bringing it to fourth place. Fifth was Rachel Field's new story, "Calico Bush" and our old friend "Hitty" returned to the list in eighth place. "The Picture Book of Animals" and "Angus and the Cat" remained at six and seven. At nine is Will James' new western story, "Big Enough."

FICTION

- Galsworthy. "Maid in Waiting." *Scribner*, \$2.50
- Cather. "Shadows on the Rock." *Knopf*, \$2.50
- Barnes. "Westward Passage." *Houghton Mifflin*, \$2.50
- Ferber. "American Beauty." *Doubleday, Doran*, \$2.50
- Aldrich. "A White Bird Flying." *Appleton*, \$2.
- Buck. "The Good Earth." *John Day*, \$2.50
- Walpole. "Judith Paris." *Doubleday, Doran*, \$2.50
- De La Roche. "Finch's Fortune." *Little, Brown*, \$2.50

Milne. "Two People." *Dutton*, \$2.50
 Deeping. "The Ten Commandments." *Knopf*, \$2.50

NON-FICTION

Adams. "The Epic of America." *Little, Brown*, \$3.75
 Anonymous. "Washington Merry-Go-Round." *Liveright*, \$3.
 Chase. "Mexico." *Macmillan*, \$3.
 Allen. "Only Yesterday." *Harper*, \$3.
 O'Neill. "Mourning Becomes Electra." *Liveright*, \$2.50
 Guedalla. "Wellington." *Harper*, \$4.
 "Ellen Terry and Bernard Shaw: A Correspondence." *Putnam*, \$5.
 Young. "A Fortune to Share." *Bobbs-Merrill*, \$1.50
 Hulbert. "Forty-Niners." *Little, Brown*, \$3.50

"Culbertson's Summary." *Bridge World*, \$1.

JUVENILES

Walden. "Igloo." *Putnam*, \$2.50
 Petersham. "The Christ Child." *Double-day, Doran*, \$2.
 Coatsworth. "The Cat Who Went to Heaven." *Macmillan*, \$2.
 Armer. "Waterless Mountain." *Longmans, Green*, \$3.
 Field. "Calico Bush." *Macmillan*, \$2.50
 Lord. "The Picture Book of Animals." *Macmillan*, \$2.50
 Flack. "Angus and the Cat." *Double-day, Doran*, \$1.
 Field. "Hitty: Her First Hundred Years." *Macmillan*, \$2.50
 James. "Big Enough." *Scribner*, \$2.50
 Gruelle. "Raggedy Ann in Cookie Land." *Volland*, \$1.25

Customers' Choice

LAST week the famous Culbertson-Lenz contract bridge match came to an end. This match turned out to be an unprecedented sensation. 2,000,000 words about it were sent out from New York. With the exception of the Hall-Mills murder, no single event in recent years has attained such publicity heights, or has had such sustained news interest.



During the last week of play "Culbertson's Summary" was selling at the rate of from 2500 to 3000 copies a day; "Contract Bridge Blue Book" at the rate of 1000 copies a day. For the year, the "Summary" figure is set at 245,000; the "Blue Book" at 204,000.



The match increased interest in the "Blue Book." This was undoubtedly due to the fact that the "Blue Book" was always referred to in bidding discussions during the match. Likewise, Lenz's "1-2-3" was much in demand while play was progressing."



Last week-end, however, with the match concluded, Culbertson was on the up-and-up, and people flocked into the

Waldorf Astoria Book Shop (the match, in its second half, was played at the Waldorf) to buy the "Summary." The public, it seems, is to a large extent winner-conscious, no matter what the contest.



Lenz's sales, however, have been given a huge boost by the contest, and we are told by *Simon & Schuster* that Lenz is now known to millions of people who had never heard of him before the match.



We have of course been hearing fantastic stories as to the sums of money which both Culbertson and Lenz received for their syndicated analyses of the play. Apparently such stories are inaccurate, and both players are just as poor, or rich, as they were before the match was begun.



At any rate, the whole affair has proved once and for all the enormous interest in bridge which does exist in this country. Customers will probably always want to be told which system is the better, and inasmuch as nobody (except perhaps Mr. Culbertson and Mr. Lenz) really knows the answer, two books can be sold, by tact and evasion.



Arthur M. Chase, of Dodd, Mead, and author of "The Party at the Penthouse"

We learn from the Waldorf Astoria Book Shop, that hotel residents borrow rather than buy. Transients, however, buy. At the moment, "The Man from Sing-Sing" is in favor and "Only Yesterday" is extremely active. Although there are a number of Thinking Americans floating about the Waldorf, few seem to care much for "Can Europe Keep the Peace?" However, they have been interested in "The Strange Career of Mr. Hoover" and "Washington Merry-Go-Round." "The Harbourmaster" is having a good start; it's still too early to tell about Christopher Morley's "Swiss Family Manhattan."

❖ ❖

"The Rise of Herbert Hoover" is to be issued about February first by the *H. K. Fly Company* at 450 6th Avenue, New York. It has been written by Walter W. Liggett. Says Mr. Liggett in a letter to Dr. Harry Elmer Barnes' "The Liberal Viewpoint" column of the *New York Herald-Tribune*: "Every statement in my book is buttressed by irrefutable facts, and my own attorneys advised me the book did not contain a single libellous line." Mr. Liggett says he has been gathering Hoover material for ten years, has traveled more than 20,000 miles and spent about \$7,000 of his own money in collecting and verify-

ing the facts upon which the story is based.

❖ ❖

There are two books this spring about Jack Reed, the famous American Communist who went to Russia and whose life and death there made him a prominent Russian idol. One is "John Reed, New American" by Michael Gold, to be published by *Coward-McCann*. The other is in the process of being written, by Louise Bryant, who was Reed's wife in the days when he founded the Provincetown Players. *Harrison Smith, Inc.*, will publish it.

❖ ❖

On the list of the season's best mystery stories is "The Party in the Pent House" by Arthur M. Chase, treasurer of Dodd, Mead & Co., who as director also of Dodd, Mead's bookmaking has produced many thousands of books before his own. Incidentally, he has used some well-known figures in New York publishing (in disguise) as characters in the book.

❖ ❖

We've often thought that private presses were inclined to hysteria when choosing a name for themselves. We were pretty well convinced of the accuracy of this sentiment this week upon learning, from Washington, D. C., of the existence of the At the Sign of the Blue Behinded Ape. Another rather choice one is The Roving Eye Press, at Cagnes-Sur-Mer, France.

❖ ❖

Alan Villiers will talk on Sea Dogs of Today at Moss & Kamin's Friday Forum at the Barbizon-Plaza Hotel, New York, on January 22. Herschell Brickell will be chairman of the meeting.

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Modern Library is discarding seven titles in 1932. Nine have been combined or expanded to give the customer double value for his money. New translations and new plates are being made for four old favorites in the series. As usual, the cost of this rejuvenation will be borne by the firm. The seven dropped (because their sale has failed to reach the 2,000 a year mark) are: "A Dreamer's Tales" by Lord Dunsany, "The Spirit of American Literature" by John Macy, "Bertha Garlan" by Arthur Schnitzler, "Free and Other Stories" by Theodore Dreiser, "Madame Chrysanthème" by Pierre Loti, "The Child of

Pleasure" by Gabrielle D'Annunzio, "The Triumph of Death" by Gabrielle D'Annunzio. Stock on these seven titles may be sent back to the company for full credit.

• •

Dreiser's "Sister Carrie" is due for *Modern Library* publication in February. William Faulkner's "Sanctuary" and Thomas Hardy's "Tess of the D'Urbervilles" come in March; "A Farewell to Arms" in May.

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We hear that Faulkner's next book is to be called "Light in August." *Harrison Smith, Inc.*, is the publisher. It's due in May.

William Faro Released From Injunction

WILLIAM FARO, publisher of "The Strange Career of Mr. Hoover" by John Hamill, has been released from a temporary injunction enjoining him from further publication of the book. The injunction was granted to James J. O'Brien, who is suing to protect his alleged property rights to the contents of Mr. Hamill's book, by Justice Salvatore A. Cotillo of the Supreme Court, and was vacated by Justice Richard P. Lydon, because Mr. O'Brien failed to file a bond of \$5,000 ordered by Justice Cotillo. The plaintiff, Mr. O'Brien, states that he sent Hamill abroad at his expense to obtain data and photographs of President Hoover and that Mr. Hamill then used the information for his own book. Justice Cotillo, upholding this claim, gave Mr. O'Brien the injunction, subject, however, to the proviso that he file the bond.

Print-Making Exhibit

THE R. R. Donnelley & Sons Company are holding throughout January, February and March an exhibition at the Lakeside Press Galleries, 350 East Twenty-Second Street, Chicago, of Lessing J. Rosenwald's collection of prints covering the whole field of print-making, including 250 items from the fifteenth century to modern times. Only a small part of the Rosenwald collection, these items consist of engravings, etchings, mezzotints and woodcuts. R. R. Donnelley has made up a catalog, published by the Lakeside Press, giving interesting information on the ex-

hibit and a panorama of print-making through four centuries. This, they announce, will be sent free of charge to anyone sufficiently interested in prints to send for one. The exhibition will be open from nine to five every week day except holidays.

Juvenile Contest

THE Oxford University Press announces a series of prizes for book reviews written by boys and girls. There will be two groups of prizes, one group for boys and girls from six to ten years and one for boys and girls from eleven to sixteen years. The prizes in each group are first prize, \$15.00, second prize, \$10.00, and third prize, \$5.00. Also there will be ten honorable mentions with book awards. The final judges will be May Lamberton Becker, editor of *St. Nicholas*, and Helen Ferris, editor of the Junior Literary Guild. The rules and all information may be secured by addressing the Oxford University Press, Books for Boys and Girls, 114 Fifth Avenue, New York. The contest closes May 1st, 1932.

Shop for Accounting Texts

ON or about January 20 the American Institute of Accountants will open a bookshop at their headquarters, 135 Cedar Street (New York, N. Y.), for the sale of texts on accounting and related subjects produced by all publishers. A window display has been arranged and accommodations have been installed for those who wish to examine the stock. In conjunction with the bookshop a mail order service will be conducted through which accountants may be supplied with all the technical books which they may desire. All publications will be sold at regular list prices, plus postage in the case of those shipped by mail.

Annual N. A. B. P. Meeting

THE annual meeting and luncheon of the National Association of Book Publishers will be held at the Ambassador Hotel, New York, Tuesday, January 19th. The business session will begin at ten-thirty and the luncheon will be at one. The president, Edward S. Mills, of Longmans, Green & Company, will address the meeting and reports of committee activities will be given by the various chairmen, the

meeting will discuss the Cheney Survey. A. H. Gehrs, Harcourt, Brace & Co., will lead a discussion of plans for the new credit bureau organized this month.

Cass Canfield, of Harper & Brothers, has been nominated President of the N.A.B.P. for next year. The other nominations include Vice-Presidents, Frederick A. Stokes, Frederick A. Stokes Co.; Alfred Harcourt, Harcourt, Brace & Co.; Frank C. Dodd, Dodd, Mead; and W. W. Norton, W. W. Norton & Co.; Secretary, Frederic G. Melcher, R. R. Bowker Co.; and Treasurer, Melville Minton, G. P. Putnam's Sons. Nominations for the Board of Directors include: J. W. Lippincott, J. B. Lippincott Co.; Frederic G. Melcher, R. R. Bowker Co.; Herbert F. Jenkins, Little, Brown & Co.; Alexander Grosset, Grosset and Dunlap; and Edward N. Bristol, Henry Holt & Co.

Frederic G. Melcher, editor of the *Publishers' Weekly*, will be toastmaster at the luncheon. The speakers will include Professor Robert S. Lynd of the Department of Sociology of Columbia University, author of "Middletown," who will talk on "The Book in America in the Next Decade." Among the guests of honor at the luncheon will be Mrs. Inez Haynes Irwin, President of the Authors' League of America, Josephine Adams Rathbone, President of the American Library Association, George W. Jacobs, President of the American Booksellers' Association, and Andrew Wunsch, President of the Employing Bookbinders of America.

Communications

UNPAID CHECK

Liebschutz Book Store,
414 W. Liberty St.,
Louisville, Ky.

Editor, *Publishers' Weekly*:

A few weeks ago a gentleman giving his name as Dr. F. W. E. Decker, 1127 Sheffield Avenue, New Haven, Conn., purchased some books from us, giving in payment a check on the First National Bank, Kinston, N. C., slightly in excess of the amount purchased. The check was returned unpaid with the notation that the bank was closed. We afterwards learned that the bank closed down last April. All

mail and the package of books sent him to the above address were returned marked "unknown."

We are wondering if any one else has had a similar experience, or has received any other complaints.

I. LIEBSCHUTZ.

WHO SOLD BLUE BOOK MAGAZINE?

The Rare Book Shop,
822 17th St., N.W.,
Washington, D. C.

Editor, *Publishers' Weekly*:

Last May or thereabouts we purchased a copy of the January, 1917, issue of the *Blue Book Magazine* from a dealer who had quoted it from an advertisement in Books Wanted. We are very anxious to communicate with this dealer and have misplaced our records. There is nothing of a serious nature about this, but our customer wishes us to obtain a proof for him that he purchased the copy from us, who in turn received it from this dealer. We are hoping that if this letter appears in your communication column the matter may come to the attention of the dealer in question.

JAMES F. MEEGAN.

Erratum

Relative to a paragraph in *Full Trim* in the issue of January 2nd, Evelyn Harter writes: My discovery that the reproductions of Picasso's drawings in Ovid's "Metamorphoses" are actually from Picasso's etched plates puts a rather different complexion on the subject of the price of the book. The hardness of the paper and the lightness of the lines made the reproductions seem more like letter-press than intaglio printing. \$13.30 apiece for these original but unsigned etchings is probably not out of line.

Correction on Price of "Huckleberry Finn"

By a misprint in the *Bookshelf for Boys and Girls* this office has given wider circulation to the all too prevalent mistake that "Tom Sawyer" and "Huckleberry Finn" are parallel books in date of appearance and therefore in author royalties and price. "Tom Sawyer" was published in

1876, has now just reached the public domain and there are many popular editions, while "Huckleberry Finn," considered by most people Mark Twain's masterpiece, was issued in 1885 and the condition of its publication is therefore still controlled by the Mark Twain estate, and under the authority of the estate the only editions are those published by Harper & Brothers, bearing full royalty, as do most of Mark Twain's books. Because of the two books an expectation of similarity in edition, which cannot be achieved under the royalty conditions (and who would begrudge Mark Twain's family a royalty?) is logical but users of the *Bookshelf for Boys and Girls* should note that the edition of "Huckleberry Finn" listed on page 52 should bear the price of \$2.50 and not be coupled with "Tom Sawyer" editions as is there indicated.

Obituary Notes

MISS BOGLE OF A.L.A.

SARAH C. N. BOGLE, assistant Executive Secretary of the American Library Association and one of the leaders in the American Library movement died January 11 at White Plains Hospital after an illness of several months. Her ten years work as principal of the Carnegie Library School (1911-1920) made her a leader in the development of new standards for children's librarianship. On joining the Chicago headquarters in 1920 as assistant executive she gave to the rapidly enlarging activity of the Association the indefatigable support of a constructive mind, a tactful understanding, and a farsighted vision of the possibilities of library growth and its international relationships.

FRED LACY OF PUTNAM'S

FREDERICK D. LACY, for many years the manager of the Rare Book Department of G. P. Putnam's Sons, died suddenly on January 8th at his home in New York. He was born on a farm in Monroe County, N. Y., and in his early days experienced all the joys of country life, including that of hard work. He obtained his schooling under many adverse conditions, finishing off with a few years at the Le Roy Academy. On entering urban life in 1875, he became connected with Steele & Avery in Rochester, then the leading house

in its line in Western New York. After five years there he came to New York and engaged with Dodd, Mead and Co., 755 Broadway, where he remained three years, and, obeying an impulse to see the West, he migrated to St. Louis, from which point he made trips to the Rockies and through the Northwest. His passion for travel satisfied, Mr. Lacy found an opening with G. P. Putnam & Sons in 1886 completing a record of 44 years when he retired a year ago. As a well-grounded bookman he had a large acquaintance with the retail buyers, including many "collectors" of wide reputation. He was one of the founders of the Booksellers' League and a member of its Board of Managers since its organization in 1897.

Changes in Price

OXFORD UNIVERSITY PRESS

Major: "Playing Theater" now \$1.75.
Lewis: "Handyman's Yacht Book" now \$3.75.
Williams: "Poetry at Present" now \$2.50.
Tapsell: "Creep of Metals" now \$10.00.
Evans: "Medieval France" now \$6.00.
Mackenzie: "Anecdotes & Egotisms" now \$5.00.
Plutarch: "Moralia, 8 vols." now \$33.50.

COVICI, FRIEDE, INC.

"Gemixte Pickles," by K. M. S., formerly \$2.00, now \$1.75.
"Die Schönste Lengevitch," by K. M. S., formerly \$2.00, now \$1.75.

HARPER & BROS.

Beginning January 1, 1932, the price of "The Hole Book" will be \$1.50 instead of 75 c. as formerly listed.

Book Club Selections

LITERARY GUILD

February—"These Restless Heads" by Branch Cabell. *McBride*.

BOOK-OF-THE-MONTH CLUB

February—"Mary's Neck" by Booth Tarkington. *Doubleday, Doran*.

BOOK LEAGUE OF AMERICA

February—"Life and Andrew Otway" by Neil Bell. *Putnam*.

FREETHOUGHT BOOK CLUB

January—"The Book of Revelations" by Dr. Paul Louis Couchod. *Watt*.

February—"Joseph Lewis, Enemy of God" by Arthur H. Howland. *Stratford*.

SCIENTIFIC BOOK CLUB

January—"Vitality at Work" by Dr. Paul Achilles. *McGraw-Hill*.

RELIGIOUS BOOK CLUB

January—"Grace in the New Testament" by James Moffatt. *R. R. Smith*.

CATHOLIC BOOK CLUB

January—"Afoot in Italy" by John Gibbons. *Dutton*.

Old and Rare Books

A Monthly Department

Early American Books and Printing

John T. Winterich

CHAPTER III

Mr. Bradford Understands a Want

NOT quite sixty-two years to the day after the *Mayflower* had pushed a tentative prow westward, the ship *Welcome* set out from Deal with one hundred souls on board, inaugurating thereby an argosy which would eventually prove as fruitful as that of its highly publicized predecessor—and which would immediately prove far more horrible. For smallpox came to ravage the packed vessel, and when, at the end of November, 1682, it anchored in the Delaware River off the settlement of Newcastle, thirty of the hundred, including the master of the ship, had gone a darker and more arduous journey.

Of the seventy who were spared, certainly the most important was the head of the expedition, who had come to America as proprietor of a considerable domain which had been granted him by Charles II in lieu of moneys due the proprietor's father. The new continent (though by his day it was hardly so new as it had once been) was manna from heaven to the most spendthrift of the Stuarts. The proprietor wanted to call his allotment New Wales, and then, when this suggestion was amiably frowned on, Sylvania. Charles, out of the fullness of his heart and the emptiness of his pocket, suggested prefixing the name of Penn to this woody derivative as a gesture of honor not to young William Penn, but to his father, Admiral

Sir William Penn, who will endure forever as one of the vivid personalities of his time through the accident of having been a next-door neighbor of Samuel Pepys. Young Penn objected vigorously, and even went so far as to offer money to the King's secretary in an effort to hire a friend at court. But Charles was obdurate. Pennsylvania it must be.

Accompanying Penn on the *Welcome's* grisly voyage may have been a youth of nineteen named William Bradford. Born in Leicestershire in 1663, Bradford had served an apprenticeship to Andrew Sowle, Quaker printer, accomplishing thereby a threefold destiny. He learned printing, he became a Quaker (though he did not die one), and he fell in love with Sowle's daughter Elizabeth.

It makes a better story, naturally, if Bradford accompanied Penn, but the scales of historical evidence incline against the probability. If Bradford did reach America in 1682, there was little for him to do save look about him, watch the rapid growth of the city of Philadelphia (which within a year boasted a hundred houses), and contemplate the opportunity that would soon await a skilled printer. At all events Bradford was in London at the end of April, 1685, to claim his Elizabeth, and a few weeks later bride and groom embarked for America, the latter fortified with a letter of recommendation and in-

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Four Monarchs at 1 s. per diem	00 04 00
164 private Centimes at 1 s. per diem	08 04 00
	32 13 06
For 365 days 12 l. 03 s. 06 d. is	1. 3. 2.
100 private Centimes for 375 days at 12 d.	1991 07 06
One Town Major for 365 days at 4 s.	671 00 00
Residential Charges	071 00 00
	200 12 06
The Total	6000 00 00

Printed and Sold by William Bradford, Printer to King William and Queen Mary, at the City of New-York, 1693.

Probably the earliest piece with a full New York imprint

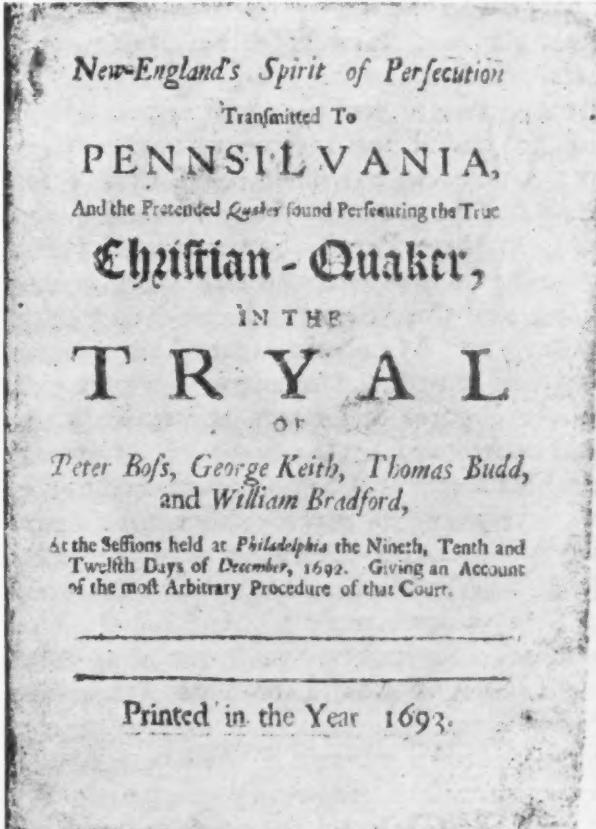
roduction bearing no less impressive a signature than that of George Fox, the founder of the Society of Friends.

Arrived in Philadelphia (it was Elizabeth's first visit, anyway), Bradford, now twenty-two years old, seems to have set up shop almost immediately, and by the end of the year he had issued the first example of printing to appear in the Middle Colonies. Its title-page, of an amplitude common to the times, merits reproduction in full: "Kalendarium Pennsilvaniense, or, America's Messinger. Being an Almanack for the Year of Grace, 1686. Wherein is contained both the English & Foreign Account, the Motions of the Planets Through the Signs, with the Luminaries, Conjunctions, Aspects, Eclipses; the rising, southing and setting of the Moon, with the time when she passeth by, or is with the most eminent of fixed Stars: Sun rising and setting, and the time of High-Water at the City of Philadelphia, etc. With Chronologies, and many other Notes, Rules and Tables, very fitting for every man to know & have; all of which is accommodated to the Longitude of the Province of Pennsylvania, and Latitude of 40. Degr. north, with a Table of Houses for the same, which may indifferently serve New-England, New York, East & West Jersey, Maryland, and most parts of Virginia. By Samuel Atkins. Student in the Mathematicks and Astrology. And the Stars in their Courses fought against Sesera, Judg. 5. 29. Printed and Sold by William Bradford, sold also by the Author and W. Murrey in Philadelphia, and Philip Richards in New York, 1685."

Little is known of Samuel Atkins beyond the fact that he compiled and edited this earliest Pennsylvania imprint. He makes one other sortie into recorded history, as

will presently be noted, and then is seen no more, according to Charles P. Hildeburn in "A Century of Printing: The Issues of the Press in Pennsylvania, 1685-1784" (Philadelphia, two volumes, 1885-6). Hildeburn quotes Atkins's foreword to the "Kalendarium," a naive and entertaining combination of apologia and sales talk. "I had thoughts," Atkins adds after his preliminary detailed explanation of the plan of the compilation, "to have incerted a Figure of the Moons Eclips, a small Draught of the form of this City, and a Table to find the hour of the day by the Shadow of a Staff; but we having not Tools to carve them in that form that I would have them, nor time to calculate the other, I pass it for this year, and not only promise it in the next, but likewise several other more particular Notes and Observations, which shall not only be useful to this Province, but likewise to the neighbouring Provinces on both sides. In the meantime, except this my Mite, being my first Fruits, and you will encourage me, according to my Ability, to serve you in what I may, or can, whilst I am SAMUEL ATKINS."

How long he remained "Samuell At-



Probably the first example of New York printing

kins" there is no way of knowing. Clearly he was an itinerant star-monger, a troubadour of the sciences, who made his living as best he might at that thin trade up and down the Middle Colonies. One would like to know more about him, for he personified a romantic tradition that did not long survive him.

An almanac seems a harmless enough initiatory product for a pioneer of printing, but for all that his "Kalendarium Pennsilvaniense" got Bradford, and Atkins along with him, into difficulty. The almanac contained the customary schedule of important events in history, and opposite one date was the entry: "The beginning of the Government here by the Lord Penn." Samuel Atkins was called before the provincial council and commanded to blot out the courtesy title, and William Bradford was ordered thereafter "not to print anything but what shall have licence from the council."

Bradford himself was a contributor to the "Kalendarium," and his address, "The Printer to the Readers," offers an admirable first-hand picture of the state of printing in Pennsylvania at the end of 1685: "Hereby understand that after great Charge and Trouble, I have brought that great Art and Mystery of *Printing* to this part of *America* believing it may be of great service to you in several respects, hoping to find Encouragement, not only in this Almanack, but what else I shall enter upon for the use and service of the Inhabitants of these Parts. Some Irregularities, there be in this Diary, which I desire you to pass by this year; for being lately come hither, my Matereals were Mis placed, and out of order, whereupon I was forced to use Figures & Letters of various sizes, but understanding the want of something of this nature, and being importuned thereto, I ventured to make publick this, desiring you to accept thereof, and by the next, (as I find encouragement) shall endeavour to have things compleat. And for the ease of Clarks, Scrivniers, &c., I propose to print blank Bills, Bonds, Letters of Attourney, Indentures, Warrants, &c. and what else presents itself, wherein I shall be ready to serve you; and remain your friend W. BRADFORD."

That great Art and Mystery of Printing, however, continued, from the point

The Printer to the Readers.

Hereby understand that after great Charge and Trouble, I have brought the great Art and Mystery of Printing into this part of America, believing it may be of great service to you in several respects, hoping to find Encouragement, not only in this Almanack, but what else I shall enter upon for the use and service of the Inhabitants of these Parts. Some Irregularities, there be in this Diary, which I desire you to pass by this year; for being lately come hither, my Matereals were Mis placed, and out of order, whereupon I was forced to use Figures & Letters of various sizes, but understanding the want of something of this nature, and being importuned thereto, I ventured to make publick this, desiring you to accept thereof, and by the next, (as I find encouragement) shall endeavour to have things compleat. And for the ease of Clarks, Scrivniers, &c., I propose to print blank Bills, Bonds, Letters of Attourney, Indentures, Warrants, &c. and what else presents itself, wherein I shall be ready to serve you; and remain your friend,

Philadelphia, the 28th
30th Month, 1685.

W. Bradford.

Bradford's contribution to the "Kalendarium Pennsilvaniense"

of view of vested authority, to be held as a black art and an unholy mystery. Four years later difficulties arose between the governor and the populace, and Bradford put the charter of the colony in print, to the high anger of the governor. The printer was summoned before the council, and an account of the hearing survives in his own hand. One passage in his testimony had all the dignity and nobility of the "Areopagitica": "Governour, it is my employ, my trade and calling, and that by which I get my living, to print; and if I may not print such things as come to my hand, which are innocent, I cannot live... If I print one thing to-day, and the contrary party bring me another to-morrow, to contradict it, I cannot say that I shall not print it. Printing is a manufacture of the nation, and therefore ought rather to be encouraged than suppressed."

Despite this courageous manifesto, worse was to come. In 1692 the Society of Friends in Pennsylvania became a house divided. Bradford printed a tract for the weaker of the warring groups, and was forthwith put under arrest and his plant seized, including the chase which held the types from which the fatal pamphlet had been printed. The case came to trial, and it was for the prosecution to prove that

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Bradford had actually printed the offending declaration. No witness could be produced who had actually seen him print it, but the prosecution had the locked chase as a telling Exhibit A with which to confound the defense. The chase was passed around among the jury, until one clumsy juror, none too type-wise, let the form drop, and the case for the prosecution dissolved in pi.

Toward the end of April, 1693, Bradford's equipment was restored to him. About a month previously, however, the New York council had offered him the position of public printer, and Bradford accepted, influenced doubtless by a variety of reasons. Perhaps not least among these was a willingness to be quit of the controversial atmosphere of the City of Brotherly Love and a complementary and human-natural eagerness to goad the flanks of his oppressors from a safe remove. At all events the first issue of Bradford's press in Manhattan, and thus the first example of printing in New York City and State, was "New-England's Spirit of Persecution Transmitted to Pennsilvania, And the Pretended Quaker found Persecuting the True Christian-Quaker, in the Tryal of Peter Boss, George Keith, Thomas Budd, and William Bradford, At the Sessions held at Philadelphia the Nineth, Tenth and Twelfth Day of December, 1692. Giving an Account of the most Arbitrary Procedure of that Court. Printed in the Year 1693."

This quarto pamphlet of thirty-eight text pages (with page 33 misnumbered 31 in Bradford's excitement) is reproduced entire in facsimile in Douglas C. McMurtrie's "New York Printing MDCXCIII" (Chicago: The John Calhoun Club, 1928), and here the student of wordy battles long ago may read it if he will. He should also devote at least a passing glance to the reproduction in full of the second product of Bradford's New York press, a companion piece to the first: "A Paraphrastical Exposition on a Letter from a Gentleman in Philadelphia to his Friend in Boston Concerning a certain Person who compared himself to Mordecai." The author of this labored and dull rhymed polemic was John Philly or Phillips, and he can claim only the distinction of having written the first verses ever to see the light

in New York. The object of his attack was Samuel Jennings, who had presided at the Bradford trial, and whose name is given in acrostic in the proemium. There is a possibility that both these pamphlets were actually printed in Philadelphia, but in view of Bradford's most recent and sharpest skirmish with the authorities it would have been folly for him to have defied them on their home grounds when his transfer to a city of refuge was so near at hand. And if Bradford had actually issued the pamphlets, out of bravado, under the very noses of his oppressors, would he not in all likelihood have stressed this fact by using a Philadelphia imprint instead of none at all?

During his first year as "Printer to King William and Queen Mary" in New York, Bradford issued between thirty and forty specimens of his art, mainly acts, proclamations, and circular letters. Of more romantic interest was "A Narrative of an Attempt Made by the French of Canada upon the Mohaques Country," known today by one copy, which is in the Public Record Office in London. Early in 1694 appeared his magnum opus up to that time, "The Laws & Acts of the General Assembly for Their Majesties Province of New York," followed by other similar compilations bearing his imprint in 1710, 1713, 1716 and 1726. From 1693 to 1724, according to Victor Hugo Paltsits's sketch of Bradford in the Dictionary of American Biography, he printed "more than 250 pieces, and from 1725 to 1743 about 150 more." Among other accomplishments, as Dr. Paltsits summarizes them, Bradford "printed the first New York paper currency (May 31, 1709), the first American Book of Common Prayer (1710), the first drama written in English America (1714), the first history of New York (1727), and the first copper-plate plan of New York (Lyne's survey, undated, but 1730.)" Of Bradford's highly important place in the history of the newspaper in America there will be more to say.

Confusion may always exist as to the priority of the early issues of Bradford's New York press. Such evidence as has become available in the intervening two and a half centuries is presented and evaluated in Wilberforce Eames's "The First

Year of Printing in New York" (New York, 1928), which lists and describes the thirty-eight known or inferred Bradford items from May, 1693, to April, 1694. "A dozen titles," says Dr. Eames, "are represented by a single surviving copy, and half a dozen more known only from the records." What is "probably the earliest piece with a full New York imprint" is Eames No. 6, "An Act for raising six Thousand Pound for the payment of three Hundred Volunteers, and their Officers, to be employed in the Re-inforcement of the Frontiers of this Province at Albany...." of which the colophon reads, "Printed and sold by William Bradford, Printer to King William and Queen Mary, at the City of New York, 1693."

Two interesting and significant incidents of Bradford's Pennsylvania activities must be summarized in the briefest discussion of his busy career. In 1690 he was an important member of the company which established the first paper mill in America, and in all likelihood was the prime mover in the enterprise. John William Wallace, who delivered the address at the two-hundredth anniversary of Bradford's birth in New York in 1863, with Gettysburg not two months away (the address was published at Albany the same year), quoted

a rhymed account of the establishment from John Holme's "The Flourishing State of Pennsylvania":

Here dwelt a Printer, and, I find,
That he can both print books and bind;
He wants not paper, ink, nor skill;
He's owner of a paper mill:
The paper-mill is here, hard by,
And makes good paper frequently.

Rather less than a century ago a Philadelphia bookseller and member of the Society of Friends, Nathan Kite, was inspecting an old quarto volume in the society's library when he chanced to note that one of the lining-papers was obviously a printed sheet of which the printed side had been pasted down. He moistened the leaf, removed it, and found it to be "Proposals for the Printing of a large Bible, by William Bradford," dated 1688. The proposals, nine in number, are given in full in the Wallace monograph—the fourth on the list announces "that the pay shall be half Silver Money, and half Country Produce at Money price. One half down now, and the other half on the delivery of the Bibles." Nothing came of the project. Almost a century would elapse before another Philadelphian would issue the first Bible in English to be printed in America.

Three New English Bibliographies

John Carter

Modern First Editions. Points and Values. (Second Series) by Gilbert H. Fabes and William A. Foyle. London, Foyle, 15/- (pp. xx + 96. Edition limited to 1000 copies).

Of the hundred or so books dealt with in this volume, about thirty are credited with two or more issues which depend solely on differences of binding. This is not surprising: however infallible the authors may be in their statements of priority in these cases, it would be well if they had given the source of their information for each one. Since in no instance is any argument adduced why one binding should be a prior, rather than another, there must presumably be some quite unassailable basis for dogmatic statement; and

since these books are modern, this basis may well be the precise information which publishers can sometimes supply. It may be: but the general impression left by a perusal of this book is that not quite enough real research has gone into its compilation; and once the reader begins to feel that, he becomes more and more skeptical of statements unsupported by evidence sufficient to warrant their *ex-cathedra* nature.

A reference to Mr. Marrot's bibliography, for the Galsworthy titles included here, shows that the authors are familiar with that excellent work. They do not, however, add to their entry on "The Country House" any note of the very interesting third issue, which has come to light since Mr. Marrot's book was published.

A reference to Mr. Simmons' recent Bibliography of Masefield reveals certain divergences on which Masefield collectors will have to make up their own minds. A reference to Buxton Forman's Bibliography of Meredith finds a description of the first two issues given here of "Selected Poems" (1897); and the fact that Messrs. Fabes and Foyle's third issue was *printed throughout* by a different firm from the first and second seems to put it beyond all controversy as a different *edition*, whatever its binding.

Half a dozen or more of the "issues" here described depend solely on the evidence of inserted advertisements differing by a month or two in date; and these, as has been pointed out time and again, are quite untrustworthy, unless supported by some confirmatory point.

Take, for instance, Masefield's "Sea Life in Nelson's Time." We read here that the first issue has 40 pages of advertisements dated September, 1905; the second issue 40 pages dated October, 1905. Yet the copies collated by Mr. Simmons for his bibliography had no advertisements at all. Would Messrs. Fabes and Foyle call this the third issue? On the analogy of their treatment of "Odtaa," presumably they would.

The distinction (a very valuable one bibliographically) between a state and an issue is not observed here; so that we find in several cases a confusion between pre-publication and post-publication variants. And what, pray, are the different colors in which Stevenson's "Island Nights Entertainments" was bound? Then there are too many cases in which merely the generally accepted first issue is given: but the only value in this is as an index of current opinion, and what we want are facts. It may be generally accepted that the paint copies of "Just So Stories" are earlier than the enamel; but the publishers are unable to support it. As for the generally accepted priority of black cloth over paper boards in Rider Haggard's "Maiwa's Revenge," a letter from the publishers lies before me as I write stating positively that the issue was simultaneous. The compilers may, of course, have some evidence to show that this was not the case, but if so it should surely be quoted: for they presumably did not omit the elementary step of

making inquiry of the publishers and noting their statement.

As for prices, estimates are estimates, and any man's opinion is as good as another's until he is proved wrong under the hammer. But the price of £200 for the first issue of "The Dynasts" differs somewhat from the last auction price in London, which was £56; and, on the other hand, when the compilers offer a mint or very fine (see Preface, page xii) copy of "Tess of the D'Urbervilles," with or without the misprint on page 198, for £25, they will find anyway one ready buyer.

I have reviewed this book as a serious contribution to its subject; and it may be thought, by those who are familiar with its predecessor, that rough handling has been meted out to what ought not really to be measured by the highest standards. Since, however, both the compilers emphasize the importance of accurate and responsible work in this field, in their several prefaces, I am in the best of company in stating my conviction that a slovenly book of this kind may do a great deal of harm and that there are no low standards in judging bibliography.

A Bibliography of the works of F. Ansley, by Martin John Turner. London. Privately printed. (pp. viii + 44, with a portrait.)

Thomas Ansley Guthrie (whose pen-name is F. Ansley) is not an author who is as yet very widely collected. Everybody has heard of "Vice Versâ," and some of us have read and enjoyed others of his works: but his humor is of a kind perhaps a little out of fashion today. When, however, the time comes for more than a faithful few to collect his first editions—and it will come—they will need to rely on Mr. Turner's bibliography; and they will be able to rely on it.

This is a sound and scholarly piece of work. The collations are full and careful; descriptions of binding are adequately detailed; notes are brief and to the point. "The Tinted Venus" (1885) is the only book which presents anything exciting in the way of issues, and, almost needless to say) it was published by Arrowsmith, that bane of the bibliographer. It would have been helpful here if Mr. Turner had speci-

fied the differences in the text of the advertisements (part of the book) on which the distinction of the second from the first issue depends: and a definite pronouncement would have been welcome as to whether the issues in cloth and in wrappers were simultaneous in such books as "Burglar Bill," "Tourmalin's Time Cheques" and "The Would-be Gentleman." Beyond these small complaints, the present reviewer—critical, but no specialist in Ansley—has no faults to find, and can thank Mr. Turner for a book which impresses immediately as workmanlike.

A Bibliography of the Writings of William Somerset Maugham. Compiled by Frederick T. Bason. London. The Unicorn Press. 10/6.

Mr. Bason's views on the duties of a bibliographer are, of course, entirely his own affair: but they are undoubtedly peculiar, and perhaps the best way of illustrating them will be by means of quotation.

Bindings

"They [the plays] are all published in paper covers of light brown and in red cloth," and then on the next page, "from 1912 to 1920 all bindings are the same, and from 1920 to 1930 the bindings remain the same—greyish tone paper, and red cloth with black lettering on spine and upper cover." (pp. 49, 50).

[Ashenden was] "issued in dark sea-green cloth (uniform in tone with "Trembling of a Leaf" for earliest copies. Later copies are of a lighter shade)....Notes. I have seen this novel in covers of various shades, some very much lighter than others. My own copy was one of the first to be issued and is of the same shade as "Trembling of a Leaf," also an early copy. This difference in shade does not affect issue or edition. A copy in the Times Book Club was not only lighter, a greyish green, but of smoother surface than my own copy. The British Museum copy is like my own. It is possible that there were two distinct issues of the first edition cloth, and that the darkest was the first issue." (p. 41.)

Collation

"A Man of Honor." 1903. First a transcript of the title page. Then—"12mo; 50 pages; published by Chapman & Hall;

title-page as above, enclosed in two lined borders, with price two shillings net (at base outside border); the cast; the play pp. 50." (p. 53).

None of the other plays is provided with any collation at all.

Edition, Impression, Issue

On "The Magician," 1908, we find this note: "The second and other impressions are noted on the verso of the title-page.... Second impressions are a full $\frac{1}{8}$ inch taller than first editions.... The lettering is of a thicker type than on first editions, first issue [N. B. there has been no mention of any issues of the first edition so far]... The second edition is bound in an even lighter blue than is the second issue, and with thicker gilt lettering. Note the size of first issues. Other issues are smaller in height. The British Museum copy is the correct first issue. It will be noticed that later impressions are much thicker than first impressions and a thicker paper is used, making a stouter novel of slightly less height." (pp. 31, 32).

The following entry is transcribed in full (from p. 55).

"The Landed Gentry," 1913. Also scarce, in cloth, but paper editions often turn up.

Bibliographical Description of Signatures

Of "The Merry-Go-Round," 1904, we read "The first page of text has the numeral 1 at base on right. Page 3 has numerals 1-2 at base, right hand side. Page 19 has the numerals 2-2. These numbers continue throughout the book at odd intervals." (p. 27.)

Enough said?

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BOOKS FINELY PRINTED:
Limited and special editions of family histories and genealogies, letters, memoirs, memorial volumes. EXTRA BINDING according to the finest principles.
R. R. DONNELLEY & SONS CO., The Lakeside Press, Chicago
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Etching by Andrew R. Butler, from Christopher Morley's "Blythe Mountain Vermont." (Stephen Daye Press)

Limited Editions of the Month

CHESHIRE HOUSE

Shakespeare's Sonnets, Introduction by Joseph Auslander, in old style italic, printed on white laid paper and bound in white linen buckram with title stamped in red. 1,200 copies for subscribers at \$10.

THE DERRYDALE PRESS

In the Shadow of Mount McKinley, by William N. Beach, Illustrated by Carl Rungius with 1 color plate, 3 line-cut maps and 67 half-tones, Eugene V. Connett designer, 12 pt. Caslon Old Face type, bound in blue cloth over boards, gold stamped. 750 copies; saturn book at \$12.

Four Centuries of Sport in America, 1490-1890, by Herbert Manchester, illustrations from original sources, reproduced in collotype, Eugene V. Connett designer, 18 pt. Caslon Old Face type, brown cloth over boards, stamped in gold, 850 copies; gracian, at \$30.

DOUBLEDAY, DORAN & COMPANY

Brave New World, by Aldous Huxley, bound in Maroon board, gold stamped, 250 copies signed by author at \$10.

Male and Female Costume, by Beau Brummell, edited by Eleanor Parker, illustrated, printed on Holland paper and bound in linen, 1,256 copies at \$25.

GARRETT & MASSIE, INC. (Medical Society of Virginia)

Medicine in Virginia in the Eighteenth Century, by Wyndham B. Blanton, illustrated with engravings and silhouettes, printed on antique finish rag paper, and bound in Irish Linen, 1,750 copies at \$7.50.

THE LIMITED EDITIONS CLUB (The Merrymount Press)

Jorrocks' Jaunts and Jollities, by R. S. Surtees, A. Edward Newton editor, illustrated by Gordon Ross, with water-

colors, Oxford and Janson type, bound in cloth, 1500 copies on special paper, to members at \$10.

STEPHEN DAYE PRESS

Blythe Mountain, Vermont, by Christopher Morley, with a frontispiece etching, by Andrew R. Butler, done in the new Weiss type on rag paper and bound

The Publishers' Weekly

in fine, blue buckram, 500 copies at \$2.50.

VIKING PRESS

The Trial of Jeanne D'Arc and other Plays, by Edward Garnett, printed on special paper, bound in marble paper with parchment back, 50 copies signed by the author at \$5.

American First Editions

Edited by Merle Johnson

STEPHEN VINCENT BENÉT
1898—

Compiled by Louis Discher

BENÉT has won several prizes for his work. Among these the Yale University Prize for his "Drug Shop," 1917, and the Pulitzer Prize for "John Brown's Body," 1928. "Beginning of Wisdom," "Young People's Pride,"

"Jean Huguenot," "Spanish Bayonet," and "The Barefoot Saint," are books of prose, the other volumes, poetry. His first book, "Five Men and Pompey" and "John Brown's Body" are the key volumes of a Benét collection.

"Five Men and Pompey." *Boston, 1915.*

The publishers state that the first issue was in purple board wrappers; second state in tan.

"Drug Shop; or, Endymion in Edmonston." *New Haven, 1917.*

Privately printed.

"Young Adventure." *New Haven, 1918.*

"First Published September 1918" on copyright page.

"Heavens and Earth." *New York, 1920.*

"Beginning of Wisdom." *New York, 1921.*

First edition so stated.

"Young People's Pride." *New York, 1922.*

"First Printing August 1922" on copyright page.

"Ballad of William Sycamore." *New York-New Haven-Princeton, (1923).*

Limited edition.

"Jean Huguenot." *New York, 1923.*

"First Printing July 1923" on copyright page.

"King David." *New York, 1923.*

Limited to 500 copies.

"Tiger Joy." *New York, (1925).*

Colophon on copyright page.

"Spanish Bayonet." *New York, (1926).*

Colophon on copyright page.

"John Brown's Body." *Garden City, 1928.*

210 large paper copies, signed. First trade edition so stated on copyright page.

"The Barefoot Saint." *Garden City, 1929.*

367 copies only.

"The Litter of Rose Leaves." *New York, 1930.*

In the Random House Prose Quartos. 875 copies only.

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"Ballads and Poems: 1915-1930." *Garden City*, 1931.

"The Yale Book of Student Verse 1910-1919." *New Haven*, 1919. Benét, joint editor. Contains fourteen poems by Benét.

"Tambourlaine the Great," by Christopher Marlowe. Acting Version by Benét and E. M. Wooley. *New Haven*, 1919.

"Uriah's Sons," in "O. Henry Memorial Award Prize Stories for 1924," "Story About the Ant-Eater," in "World's Best Short Stories of 1929"; "The King of Cats," in "O. Henry Memorial Award Prize Stories for 1929."

"Ode Aux Voiles du Nord," by J. L. Le Marois. Translated from French by Benét. *Paris*, (1929).

"The Stag Cook Book," *New York*, (1922). Recipe contributed by Benét.

Rare Book Notes

Frederick M. Hopkins

RARE book dealers in London do not understand what has happened to collectors in America. They expect to make some allowance for the general trade depression, but it is hard for them to believe that American collectors have been as hard hit as their loss of trade indicates. Before the depression American collectors did very little haggling. Quotations seldom were a matter of correspondence. They were quite willing to pay good prices. Now the response to catalogs and correspondence is not at all satisfactory, notwithstanding English exchange has a considerable margin in favor of the American importer. There is no doubt that a large portion of American speculators leaned heavily toward first editions of modern English authors. When the depression started in England London booksellers began revising their prices downward and this gave the impression that prices were too high, or had been. The speculators lost courage and dropped out. The sale of first editions of modern English authors here has not shown anywhere near the stability that that of American authors has

done. English and American booksellers are learning that it is the bookloving collector, rather than the book speculator, that is the life of trade in hard times.

AS its contribution to the Washington bicentennial celebration this year, the New York Public Library will issue a facsimile of the original manuscript of Washington's "Farewell Address to the People of the United States." This precious historical manuscript has been placed on view in the large exhibition room of the main building at Fifth Avenue and 42nd Street, as one of the outstanding lots in a selection of Washington material to commemorate the 200th anniversary of the birth of the First President. The facsimile of "The Farewell Address," which is now in preparation and will be published this year, will be a volume dealing at length with the origins of the address as well as the history of the manuscript itself. The manuscript is so well preserved that its appearance does not suggest its age; it is not as free from correction or change as Washington's letters and manuscripts are gen-

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erally, but the changes add to its interest as they give a clue to the action of Washington's mind and to his processes of composition. The manuscript came to the library in the Lenox collection, when the Lenox and Astor libraries were consolidated. It was bought by Mr. Lenox at the auction of property which had belonged to David Claypoole, publisher of *Claypoole's Daily Advertiser* the newspaper which had the distinction of being chosen by Washington to print the address. *The Advertiser* had shown a friendly attitude toward Washington's administration at a time when many other publications had attacked him. When the publisher had brought the proofs to be corrected, he asked Washington's permission to keep the manuscript—a favor which was granted.

“THE Thousandth Caxton, Head Catalogue, containing a selection of books from the stock of James Tregaskis and Son, with a prolegomenon by A. Edward Newton," has just been issued. The catalog is a quarto, 7½ by 9 inches, 70 pages, 164 items, with frontispiece portrait in colors of James Tregaskis and facsimile title-pages, illustrations, manuscripts and bindings. The items selected and the typography are well calculated to make the catalog one of distinction. The items include first editions, literary autographs, historical and association books; illustrated with colored plates, engravings and woodcuts; printing, from the presses of Gutenberg, Jensen, Caxton, Pynson, Aldous, Baskerville and Bodoni; and bindings by Boyet, Derome, Edwards, Eve, Gosden, Payne. Mr. Newton closes a very felicitous introduction with the following paragraph: "The present shadows which have fallen across all business enterprise will pass. At a time when all money values are changing almost from hour to hour, good books afford solace and a safer investment than most, hence I venture the prophecy that when The Caxton Head shall publish its 1500th catalog some collector of the future will look up the items and prices in this catalog with the same longing that I now look back upon the one published by the elder Tregaskis, twenty years ago. Of the making of many books there is no end. True. But not of Caxton Head books."

THE report comes from England that the very rare first issue of the first edition of the first part of Thomas Hardy's "The Dynasts," has been found in a Charing Cross book dump from which about two tons of worthless books are sent every week to be pulped. Many rare pamphlets in George Brinley's famous collection of Americana were rescued from material sent to a paper mill. A few months ago a reader of these pages reported the purchase of a copy of Edward Everett's "Oration delivered on the Battle of Gettysburg," published by Baker & Goodwin, New York, 1863, in a bundle of old government agricultural pamphlets at a farm auction. This rare pamphlet, containing the first publication of Lincoln's "Gettysburg Address" in book form, is worth approximately \$250.

THE Lothian Library, which will be the book auction event of the year on this side of the Atlantic, will be placed on exhibition in the galleries of the American Art Association Anderson Galleries, Inc., on January 16th and will be sold January 27th and 28th. For nearly two weeks collectors of New York and vicinity will have an opportunity to see books from the famous libraries of Marquess of Lothian, C.H., at Blickling Hall and Newbattle Abbey. This is the first time that a collection of rarities of this kind has been sold in New York and we are not likely to see another like it soon. The exhibition and the sale are events worth taking advantage of for they are sure to be of great interest.

THE first sale of the new year to be held by Stan V. Henkels, Jr., of Philadelphia, will take place on January 19th, when an important collection of portraits and autographs will be dispersed. Among outstanding items are Major Andre's sketch of Peggy Shippen, portrait of Stephen Decatur by St. Memin, Edouart's silhouette of Jackson, Washington's plans for the recapture of New York, Hancock's letter on Shay's Rebellion, Franklin's letter appointing Arthur Lee secret agent, and numerous other fine letters of the Revolution, War of 1812, Northwest Territory, etc. There are also a few fine foreign and literary letters.

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IT is proposed by the National Thrift Committee to mark this bicentennial of the beginning of the publication of "Poor Richard's Almanack" by Benjamin Franklin, the patron saint of the thrift advocates. The first number appeared in December, 1732, in readiness for the year 1733. Doubtless there will be another bicentennial observance next January. The bicentennial is not likely to pass without a memorial edition of "Poor Richard's Almanack" by "Benjamin Franklin, Printer." And if there is a large paper or limited edition for the collector, there should also be a popular trade edition for wider circulation.

THE current "Spring" catalog just received by Paul Elder and Company, of San Francisco, has an exceptional collection of first and other editions, autograph letters and manuscripts of George Sterling, the California poet. Other autographic material included manuscripts and letters of American authors, among them Joaquin Miller, Edwin Markham, Henry George and Richard Realf. There were also many rare items of Americana, first editions, limited editions and private press books.

THE current catalog, No. 284, just issued by Messrs. Ellis of London, contains 241 items, consisting of "examples of printing from the past, including specimens from many famous presses and from the work of the earliest printers in a number of towns." The dates range from 1526 to 1796 inclusive. These include a number of early items printed in America.

Auction Calendar

Tuesday and Wednesday evenings, January 19th and 20th, at 8 o'clock. Important modern first editions, including Barrie, Conrad, Hardy, Dickens, Kipling, Masefield, Stephens and others, limited and signed editions. (Items 500.) Chicago Book & Art Auctions, Inc., 410 South Michigan Ave., Chicago, Ill.

Tuesday afternoon, January 19th, at 2:30. Historical sale, including portraits and autographs, Revolutionary and other letters, letters of the War of 1812, miscellaneous and literary. (No. 1460; Items 169.) Stan. V. Henkels, Jr., 1110 Sansom St., Philadelphia, Pa.

Wednesday afternoon, January 27th, at 2:15. American and English first editions and other desirable books, together with fine pictures, including original drawings, colored prints, etc., from the collections of Charles T. Henry of New York City and Harry

Worcester Smith of Lordvale, Worcester, Mass., and others. Ritter-Hopson Galleries, 37 West 57th St., New York City.

Catalogs Received

Americana and other rare and out of print books. (No. 67.) Illinois Book Exchange, 337 West Madison St., Chicago, Ill.

Americana, first editions, association copies. (No. 121; Items 88.) Union Square Book Shop, 30 East 14th St., New York City.

Americana, history, art, Occultism, psychology, travel books, etc. (No. 121; Items 1285.) Schulte's Book Store, Inc., 80 Fourth Ave., New York City.

Arabic grammars, dictionaries, etc. (No. 25; Items 98.) Benjamin F. Gravely, Post Office Box No. 209, Martinsville, Virginia.

Art books in stock. (Items 470.) Caspar, Krueger, Dory Co., 772 North Water St., Milwaukee, Wis.

Autographs. (No. 80; Items 235.) John Heise, 410 Onondaga Bank Building, Syracuse, N. Y.

Bibliography including sets of books, pamphlets, new and second-hand, relating to all that concerns the production, collection and history of books. (No. 71.) G. E. Stechert & Co., 31 East 10th St., New York City.

Books about the Orient, etc. (No. 30; Items 68.) Benjamin F. Gravely, P. O. Box 209, Martinsville, Va.

Books in French, German, Italian, Portuguese and Spanish. (No. 22; Items 55.) Benjamin F. Gravely, P. O. Box 209, Martinsville, Va.

Chinese grammars, dictionaries, literature, etc. (No. 26; Items 96.) Benjamin F. Gravely, P. O. Box 209, Martinsville, Va.

European languages. (No. 24; Items 100.) Benjamin F. Gravely, P. O. Box 209, Martinsville, Va.

Fiction, juveniles and miscellaneous books. H. R. Hunting Co., Springfield, Mass.

French grammars, dictionaries, texts, etc. (No. 21; Items 98.) Benjamin F. Gravely, P. O. Box 209, Martinsville, Va.

History and travel, American and European. (No. 25.) Wright Howes, 1144 South Michigan Ave., Chicago, Ill.

Important books on the fine arts. (No. 453; Items 460.) Bernard Quaritch, Ltd., 11 Grafton St., New Bond St., London, W. 1, England.

Incunabula typographica. (No. 780.) Joseph Baer & Co., Hochstrasse 6, Frankfort on Main, Germany.

Japanese grammars, dictionaries, literature, etc. (No. 27; Items 25.) Benjamin F. Gravely, P. O. Box 209, Martinsville, Va.

Latin and Greek grammars, dictionaries, literature, etc. (No. 29; Items 92.) Benjamin F. Gravely, P. O. Box 209, Martinsville, Va.

Old scientific books. (No. 1001; Items 303.) James Tregaskis & Son, 66 Great Russell St., London, W. C. 1, England.

Outstanding Americana. (No. 102.) Dauber & Pine Bookshops, Inc., 66 Fifth Ave., New York City.

Philology, Oriental languages. (No. 23; Items 174.) Benjamin F. Gravely, P. O. Box 209, Martinsville, Va.

Rare books and manuscripts, including an exceptional collection of George Sterling firsts and A. L. S., autograph material of Joaquin Miller, Thomas Fitch, Edwin Markham, etc. (No. 26.) Paul Elder & Co., 239 Post St., San Francisco, Cal.

Sanskrit grammars, dictionaries, literature, etc. (No. 28; Items 58.) Benjamin F. Gravely, P. O. Box 209, Martinsville, Va.

Used and new religious books. Blessing Book Stores, Inc., 63 East Adams St., Chicago, Ill.

Volkskunde. (No. 645; Items 4500.) Buchhandlung Gustav Fock, Schlossgasse 7-9, Leipzig, C. 1, Germany.

The Weekly Record of January 16, 1932

Achilles, Paul Strong, ed.

Psychology at work. 273p. (bibl. footnotes) il., diagrs. O c. N. Y., Whittlesey House, McGraw-Hill \$2.50

A description, in non-technical language, by seven well-known psychologists of the most recent methods and practical findings of modern psychology and the application and relation of this useful science to industry, social and political problems, child training and personality development.

Alexander, Frederick Matthias

The use of the self; its conscious direction in relation to diagnosis, functioning and the control of reaction; introd. by Prof. John Dewey. 162p. D [c. '32] N. Y., Dutton \$2

An explanation of the scientific principle with respect to the control of human behavior, discovered by the author.

Andrew, Milton H.

Twelve leading constitutions, with their historical backgrounds. 400p. O '31 Compton, Cal., American Univ. Ser., P. O. Box 638

\$4.75

The constitutions given are those of Czechoslovakia, France, Germany, Irish Free State, Italy, Japan, League of Nations, Mexico, Poland, Soviet Russia, Turkey, and Yugoslavia.

Armstrong, Martin Donisthorpe

The romantic adventures of Mr. Darby and of Sarah his wife. 442p. D [c. '32] N. Y., Harcourt \$2

The adventures, friendships, ambitions of Mr. Darby, who suddenly inherits a fortune.

Aulén, Gustaf

Christus victor; an historical study of the three main types of the idea of the Atonement; tr. by A. G. Herbert. 179p. (bibl. footnotes) D ['31] N. Y., Macmillan \$2.40

Bancroft, Griffing

The flight of the Least Petrel; Lower California; a cruise. 414p. il., map O c. N. Y., Putnam \$4.50

An account of the adventures of the "Least Petrel" and her crew during a trip from San Diego around the peninsula of Lower California and up the Colorado River.

Bealer, Raymond M.

Problems in boat making; rev. ed. 39p. il., diagrs. O [c. '26, '31] Peoria, Ill., Manual Arts Press pap., 68 c.

[Bennett, M. K., and others]

The world wheat situation, 1930-31; a review of the crop year. 198p. (bibl. footnotes) diagrs. O (Wheat studies, v. 8, no. 2) '31 c. Stanford Univ., Cal., Food Research Inst. pap., \$2

Bills, Elizabeth R.

The ladies lounge; one act farce for nine women. 34p. S (Sergel's acting drama) [c. '31] Chic., Dramatic Pub. Co. pap., 35 c.

Boas, Franz

The religion of the Kwakiutl Indians; pts. 1 and 2. 302p.; 295p. il., diagrs. O (Columbia Univ. contrbs. to anthropology, v. 10) ['32] N. Y., Columbia Univ. Press \$10, bxd.

Bouquet, Alick

Christmas to Candlemas. 74p. il. (col.) S '31 Milwaukee, Morehouse Pub. Co. pap., \$1

Berkeley, Anthony, pseud. [Anthony Berkeley Cox]

Top story murder. 303p. D (Crime Club) [c. '31] Garden City, N. Y., Doubleday \$2

Roger Sheringham solves the mystery which surrounds the murder of elderly Miss Barnett in her London flat.

Blanchard, Leola Howard

Conquest of southwest Kansas; a history and thrilling stories of frontier life in the state of Kansas. 360p. il., maps D [c. '31] [Wichita, Kan., Wichita Eagle Press, 319 S. Market] \$2.50

Bloom, Ursula [Mrs. Charles Gower Robinson]

Pack mule. 320p. D [c. '32] N. Y., Dutton \$2

The story of John Carrick, a young man who was dominated by all the women who entered his life, and, who, like the pack mule when driven too hard, finally rebelled.

Brener, Marguerite

What price virtue. 250p. D [c. '32] N. Y., Macaulay \$2

A novel about the problem of marital infidelity.

Brown, Audrey Alexandra

A dryad in Nanaimo. 76p. O '31 [N. Y.] Macmillan \$2

Verse by a Canadian poet.

Browne, Barum, pseud.

The Devil and X. Y. Z. 310p. D (Crime club) [c. '31] Garden City, N. Y., Doubleday \$2

A tale of murder with an Oxford background which combines abduction, black magic, violence and mystery of many forms.

Cheney, Orion Howard

Economic survey of the book industry, 1930-1931; final report. 351p. maps, diagrs., O '31 c. N. Y., Nat'l Ass'n of Book Publishers, 347 Fifth Ave. apply

The final report of a survey which was undertaken to determine the economic structure of the book industry, and to suggest practical means for strengthening it.

Bowler, Jessie M.

Meet the countess; a farce in one act for six women. 13p. S (Sergel's acting drama) [c. '31] Chic., Dramatic Pub. Co. pap., 30 c.

Briscoe, J. F., ed.

The priest in the confessional; papers read at a convention of priests held at St. Anselm's Church, Davies Street, in May, 1931. 84p. (bibls.) D ['31] Milwaukee, Morehouse Pub. Co. 80 c.

Byrne, Lee

Check list materials for public school building specifications, covering the general specifications. 202p. (bibl. footnotes) O (Contribs. to educ., no. 492) '31 c. N. Y., Teachers College, Columbia Univ. \$2.25

Casey, Robert Pierce

Serapion of Thmuis against the Manichees. 80p. O (Harvard theological studies, 15) '31 Cambridge, Mass., Harvard pap., \$1.50

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Cloetingh, Arthur C., ed.

Prayers for Passel and other prize plays; foreword by the editor. 94p. D (Thelphia plays) [c. '31] N. Y., S. French pap., \$1

Cochran, Louis

Flood tides; a novel. 251p. front. D [c. '31] Bost., Bruce Humphries \$2.50
A novel of life in a small Mississippi town.

Coolidge, Dane

Sheriff Killer. 286p. D c. N. Y., Dut-
ton \$2
A story of the lawless life on the Mexican border
when Arizona was a territory.

Cotton, Edward Howe

William Howard Taft; a character study. 94p. (bibl.) front. (por.) O c. Bost., Bea-
con Press \$1.50

A short study of the character and achievements of William Howard Taft, twenty-seventh President of the United States and Chief Justice of the Supreme Court.

Daly, Thomas Augustine

McAroni medleys. 119p. D [c. '32] N. Y., Harcourt bds., \$1.75

A new book of verse by a popular poet, many of the ballads being in the Italian-American, and Irish-American dialects for which he is famous.

Dargan, Edwin Preston, and others

Studies in Balzac's realism. 226p. (bibls.) il., diagr. O (Univ. of Chic. studies in Balzac) [c. '32] Chic., Univ. of Chic. Press \$3

A collection of monographs on the realism in the works of the 19th century French novelist, Honoré de Balzac.

Downes, Olin

Symphonic broadcasts. 346p. D '31 c. N. Y., Dial Press \$2.50

A collection and amplification of the talks which the music critic of the *New York Times* gave over the Columbia Broadcasting System in connection with the Philharmonic-Symphony concerts.

Dreiser, Theodore

Tragic America. 435p. O [c. '31] N. Y., Liveright \$2

A picture of the evils of present-day American society in which the author expresses sensational truths and conclusions about our banks, railways, government, police, education, churches, etc.

Ferguson, William Blair Morton

The murder of Christine Wilmerding. 298p. D [c. '32] N. Y., Liveright \$2

A young reporter tells of the mysterious murder of the woman he adored.

Fletcher, Joseph Smith

The solution of a mystery. 312p. D (Crime club) [c. '31, '32] Garden City, N. Y., Dou-
bleday \$2

A mystery story written from the point of view of the police, the jury, the defense and the guilty man himself.

Collmann, Robin Dickinson

The psychogalvanic reactions of exceptional and normal school children 94p. (3p. bibl.) diagrs. O (Contribs. to educ., no. 469) '31 c. N. Y., Teachers College, Columbia Univ. \$1.50

Curl, Vega

Pasteboard masks, fact as spiritual symbol in the novels of Hawthorne and Melville. 50p. D (Rad-

Ford, Ford Madox [originally Ford Madox Hueffer]

Return to yesterday. 425p. O c. N. Y., Liveright \$4

An intimate personal record of a writer who worked with many famous men and has had a part in the literary developments since the turn of the century.

Frazier, E. Franklin

The Negro family in Chicago. 310p. (10p. bibl.) diagrs. D (Univ. of Chic. sociologi-
cal ser.) [c. '32] Chic., Univ. of Chic. Press \$3

The disorganization and reorganization of family life resulting from urbanization.

Frooks, Dorothy

All in love. 316p. D [c. '32] N. Y., Macaulay \$2

A study of a rich American family which lived only for its own pleasure until it was too late.

Garland, C. M.

Washington and his portraits. 121p. il. (pors.) O [c. '31] Chic., Guilford Press, 38 S. Dearborn St. flex. fab., \$2

A life of Washington, which contains a chapter on the important portraits of him, with biographical sketches of their painters.

Garnett, Arthur Campbell

The mind in action; a study of motives and values. 238p. (bibl. footnotes) D (Contem-
porary lib. of psych.) [c. '32] N. Y., Apple-
ton \$2

A psychological study of human wants and wishes and the ways in which human beings decide on their courses of behavior.

Garnett, Edward

The trial of Jeanne d'Arc, and other plays. 320p. O '32 N. Y., Viking bds., \$3

Gask, Arthur

Murder in the night. 255p. D [c. '32] N. Y., Macaulay \$2

There is a maniacal outburst of murder in Adelaide, Australia, against which the police are helpless until a timid clerk becomes the hero of the hour.

Graeme, Bruce, pseud. [Graham Montague Jeffries]

Unsolved. 320p. D c. Phil., Lippin-
cott \$2

The Claverings were a happy family gathered to welcome David's bride. Then Mr. Clavering was poisoned and immediately the atmosphere became one of suspicion and fear.

Greig, Maysie

The women money buys. 314p. D '31 c. N. Y., Dial Press \$2

A novel of modern marriage in which Ray, a poor young girl of Bostonian blue-blood, marries Druce Graham for his money.

Grey, Vivian

Love's right o' way; a love story. 247p. D [c. '31] N. Y., Chelsea House 75 c.

cliffe honors theses in Eng. no. 2) '31 Cambridge, Mass., Harvard pap., \$1.25

Douglass, Harl R.

The relation of high school preparation and certain other factors to academic success at the University of Oregon. 61p. (4p. bibl.) O (Educ. ser., v. 3, no. 1) '31 Eugene, Ore., Univ. of Ore. pap., 75 c.

Hankin, Gregory, and Hankin, Mrs. Charlotte Anna

Progress of the law in the U. S. Supreme Court: 1930-1931. 540p. front. (por.) O '31 c. Wash., D. C., Legal Research Service & Macmillan \$5

A review and non-technical discussion of the work of the United States Supreme Court for October term, 1930.

Hansen, Alvin Harvey

Economic stabilization in an unbalanced world. 393p. (bibl. footnotes) O [c. '32] N. Y., Harcourt \$3

A study of the causes of economic instability, and an examination of possible remedies, by a professor of economics in the University of Minnesota.

Hardy, Edward Rochie, jr.

The large estates of Byzantine Egypt. 162p. (5p. bibl.) front., map O (Studies in hist., economics and public law no. 354) '31 c. N. Y., Columbia Univ. Press \$3

Illustrating social conditions in Egypt in the 6th century.

Hawley, Edith

Economics of food consumption. 335p. D (McGraw-Hill euthenics ser.) '31 N. Y., McGraw-Hill \$3

Hawley, Raymond and Gabin, James B.

Understanding advertising. 157p. il. (col.) D '31 N. Y., Gregg Pub. Co. \$1.20

Heard, Gerald

The emergence of man. 310p. (bibl. footnotes) il. D [c. '32] N. Y., Harcourt \$2.75

A history of man's progress from the age of half-men to the dawn of culture, emphasizing spiritual, rather than physical progress.

Hembree, James Willis

Smoky Mountain songs; National Park ed. [verse]. 70p. il. O [c. '31] Knoxville, Tenn., Author, Box 1426 pap., \$1, bxd.

Hendricks, Walter

Double dealer [verse]. 56p. D '31 c. Chic., Robert Packard & Co., bds., \$1

Jensen, Jens Peter

Property taxation in the United States. 548p. (23p. bibl.) O (Univ. of Chic. studies in economics) [c. '31] Chic., Univ. of Chic. Press \$4

By a professor of economics in the University of Kansas.

Herskovits, Melville Jean

The anthropometry of the American Negro. 297p. (3p. bibl.) diagrs. O (Columbia Univ. contribs. to anthropology, v. 11) [32] N. Y., Columbia Univ. Press \$4, bxd.

Johnson, Douglas Wilson

Stream sculpture on the Atlantic slope; a study in the evolution of Appalachian rivers. 164p. (bibls.) maps, diagrs. O (Columbia geomorphic studies) '31 c. N. Y., Columbia Univ. Press \$3.25

Johnson, Theodore, ed.

Plays about George Washington. 128p. D [c. '31] Bost., W. H. Baker pap., 50c.

Kaplan, A. D. H.

Henry Charles Carey; a study in American economic thought. 96p. (bibl. footnotes) O (J. H. Univ. studies in historical and political sci., ser. 49, no. 4) '31 c. Balt., Johns Hopkins Press pap., apply

Jockers, Ernst

Wandlungen [poems in German]. 68p. D '31 Milwaukee, Caspar, Krueger, Dory Co. \$1

Keating, E. P.

A good time man. 253p. D [c. '32] N. Y., Macaulay \$2

The story of Paul Tower, whom women pursue, and of his marriage to a woman of wealth and culture.

Krett, James N.

Pocket dictionary of the Ukrainian-English and English-Ukrainian languages, giving the pronunciation of English words in Ukrainian characters and Ukrainian sounds. 448p. S '31 Milwaukee, Caspar, Krueger, Dory Co. fab., \$2.50

Laird, Alma, comp.

Complete George Washington anniversary programs, for every school grade; new ways to honor the father of our country. 167p. D [c. '31] N. Y., Noble & Noble \$1.50

La Rue, Mabel Scudder Guinnip [Mrs. Daniel Wolford La Rue]

The good-time book. 117p. il. (col.) D '31 c. N. Y., Macmillan \$1

Everyday adventures of a girl and a boy and their cat and dog, for children who have just learned to read.

Leister, Claude W.

Present day mammals. 74p. (bibl.) il. O (N. Y. Zool. Soc. educational ser.) '31 c. [N. Y.], N. Y. Zoological Soc. \$1

Brief descriptions and classification of mammals.

Lodge, Henry Cabot

George Washington the man. 94p. (bibl. footnotes) il. S (Riverside lit. ser.) [c. '89, '17] Bost., Houghton 44c.; bds., 28c.

A reprint of the last chapter of Henry Cabot Lodge's biography of Washington.

Maass, C. C. J.

Hilda, the Saxon maid. 54p. D [c. '32] Bost., Badger \$1

A narrative poem.

Mackenzie, Kenneth D.

Anglo-Catholic ideals. 127p. (bibl. footnotes) D [n.d.] N. Y., Macmillan \$1.50

An explanation of the spirit of Catholicism as it has appeared in the Church of England.

Langner, Lawrence

The Sire de Maletroit's door; a play in one act; from the story by Robert Louis Stevenson. 19p. D [c. '22, '31] N. Y., S. French pap., 35c.

Latham, Jean Lee

A sign unto you. 31p. diagr. S [c. '31] Chic., Dramatic Pub. Co. pap., 35c.

Lathrop, F. H., and McAlister, L. C., Jr.

The blueberry maggot and its control in eastern Maine. 14p. (bibl. footnotes) il. O (U. S. Dept. of Agri., circular no. 196) '31 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., 5c.

Lee, Julian

Keeping Kitty's dates; a farce in one act. 19p. S (Sergel's acting drama) [c. '31] Chic., Dramatic Pub. Co. pap., 35c.

Lorwin, Lewis L.

Advisory economic councils. 94p. (2p. bibl., bibl. footnotes) O (Pamphlet ser., no. 9) '31 c. Wash., D. C., Brookings Inst. pap., 50c.

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as it**Mapes, Victor**

Captain Barrington; an American drama in four acts; rev. ed. 130p. il., diagrs. D (French's standard lib. ed.) c. '03, '31 N. Y., S. French pap., 75 c.

Marshall, Ann Parks, ed.Martha Washington's rules for cooking, used every day at Mt. Vernon: those of her neighbors, Mrs. Jefferson, Mrs. Madison, Mrs. Monroe. 160p. il. D [c. '31] [Wash., D. C., Ransdell, Inc., 810 Rhode Island Ave., N.E. \$1
Recipes from a manuscript book compiled by the mistress of Monticello.**Massey, Morrell**Left hand left; a Thornton Zane story. 306p. D [c. '32] Phil., Penn \$2
A mystery story which is solved by the detective's knowledge of the psychology of conjuring.**Michael, Ann**

Cathedral Street [fiction]. 223p. D '31 Phil., P. Reilly \$1.50

Nock, Albert Jay

The theory of education in the United States. 160p. D [c. '32] N. Y., Harcourt \$2

In the Page-Barbour lectures for 1931, given at the University of Virginia, Mr. Nock severely criticizes American education, saying that our schools, colleges and universities are training schools and technical institutions at best and do not provide real education.

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Journal of Philosophy. Vol. 9, no. 15, July 18, 1912, containing the Mechanism of Social Selfconsciousness.

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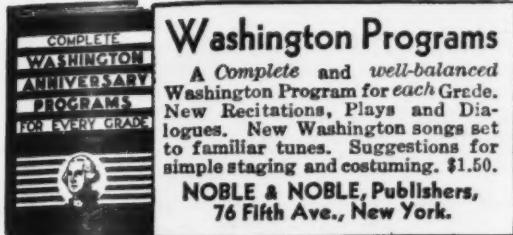
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Forthcoming Issues

❖ ❖ ❖ Next week—the Annual Summary Number. This issue will feature a bibliography of the books and magazine articles dealing with the booktrade which appeared during the past year. This list has been prepared by Karl Brown, who prepared a similar bibliography last year. Harry Hansen, of the *World-Telegram* will give a literary estimate of the books of 1931. Besides this, the Annual Summary Number will contain statistics on American and British Book Production for the year 1931, and statistics on International Book Production for 1930; a table of the Best Sellers compiled for the year 1931, a digest of the report of the Librarian of Congress and of the Register of Copyright. The Publishers' Annual Meeting will take place on Tuesday, January 19th, and reports including the President's address will be printed in the January 23rd issue of the *Weekly*. ❖ ❖ ❖

❖ ❖ ❖ The January 30th issue will deal

especially with books about Washington. Professor Henry Steele Commager, co-author with Professor S. A. Morison in the "Growth of the American Republic" which the Oxford University Press published, will write the leading article. ❖ ❖ ❖

The Publishers' Weekly
The American Booktrade Journal

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was published August 1st, 1931. It had the initial backing of *The Book-of-the-Month Club* and *The Catholic Book Club*. They contracted for 51,800 copies.

47,290 copies were shipped to the booksellers of the United States prior to publication (this did not include any orders on hand that had not yet been confirmed).

21,366 copies were shipped after publication in August to the trade in the United States.

14,557 copies were shipped in September.

8,933 copies were shipped in October.

7,356 copies were shipped in November.

10,097 copies were shipped in December.

5,600 copies have been shipped to Canada.

680 copies were shipped to January 10th.

Thus 115,879 copies were shipped* by us to the trade before January 10th, and a further 51,800 copies to their subscribers by the two book clubs mentioned above, making a grand total of 167,679 copies.

* No copies were shipped anywhere except on firm order: none on consignment.

I believe that *Shadows on the Rock* is as important a sales producer as any new book that I expect to publish during the coming season. Our promotion is being planned accordingly, and you have my assurance that advertising will be at once resumed and that *there will be no reprint edition for at least two years*.

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